

# Highfield Level 3 End-Point Assessment for ST0071 Customer Service Specialist

## Mock assessment materials

### Practical observation (with Q&A)

| Knowing your customers and their needs/customer insight |   |              |                  |
|---|---|--------------|------------------|
| Ref   | Assessment criteria (Pass)  | Criteria met | Criteria not met |
| K3.4  | Demonstrate how they analyse, use and present a range of information in order to provide customer insight                             |              |                  |
| K3.5  | An ability to assess at least 3 different customer types and their role of emotions in order to achieve a successful outcome for them |              |                  |
| K3.6  | Ability to react appropriately to customer emotions and bring about a successful outcome for different customer types                 |              |                  |
| K3.7  | Evidences knowledge of how customer expectations can differ between cultures, ages and social profiles                                |              |                  |

| Customer service culture and environment awareness |  |              |                  |
|--|--|--------------|------------------|
| Ref  | Assessment criteria (Pass)   | Criteria met | Criteria not met |
| K4.2   | Demonstrates an understanding of current legislation, compliance and regulatory guidance and their impact on customer service delivery |              |                  |

| Business focussed service delivery |  |              |                  |
|------------------------------------|--|--------------|------------------|
| Ref                                | Assessment criteria (Pass)   | Criteria met | Criteria not met |
| S1.1                               | Demonstrates resolution of a range of complex customer service issues, explaining the approach used and why, demonstrating accountability throughout |              |                  |
| S1.2                               | An ability to assess situations and offer clear explanations, options and solutions that balance customer and organisational requirements            |              |                  |
| Ref                                | Assessment criteria (Distinction)  | Criteria met | Criteria not met |
| S1.3                               | Demonstrates own communication with customers that ensures the best solution to meet customer requirements and organisational needs                  |              |                  |

| Providing a positive customer experience |  |              |                  |
|--|--|--------------|------------------|
| Ref                                      | Assessment criteria (Pass)   | Criteria met | Criteria not met |
| S2.2                                     | Demonstrates through advanced questioning, listening and summarising, the negotiation of mutually beneficial outcomes  |              |                  |
| S2.3                                     | Demonstrates management of challenging and complicated situations, balancing organisational needs and customer satisfaction  |              |                  |
| S2.4                                     | Demonstrates identifying, negotiating and agreeing appropriate options with customers, making realistic commitments and delivering on them in line with organisational policy and procedures |              |                  |
| S2.5                                     | Recognises when customer emotions have been affected by the level of service offered   |              |                  |
| S2.6                                     | Demonstrates how they adapt their communication style to clearly and concisely communicate complex information to customers to support positive outcomes                                     |              |                  |
| Ref                                      | Assessment criteria (Distinction)  | Criteria met | Criteria not met |
| S2.7                                     | Demonstrates when they provided additional solutions to customers and made recommendations based on their findings to enable improvement   |              |                  |

| Customer service performance |   |              |                  |
|------------------------------|---|--------------|------------------|
| Ref                          | Assessment criteria (Pass)  | Criteria met | Criteria not met |
| S4.1                         | Evidence when they have maintained a positive relationship even when they are unable to deliver the customers expected outcome  |              |                  |
| S4.2                         | Demonstrates when and how historical interactions, challenges and related information are taken into account in determining the next steps, when managing referrals and escalations |              |                  |

| Ownership/responsibility |   |              |                  |
|--------------------------|---|--------------|------------------|
| Ref                      | Assessment criteria (Pass)  | Criteria met | Criteria not met |
| B2.2                     | Evidences how they recognise when customer expectations are not met and demonstrates how, using appropriate communication techniques, this could be managed to maintain a positive relationship |              |                  |
| B2.3                     | Shows proactivity and creativity when identifying solutions to customer and organisational issues   |              |                  |

| Team working |  |              |                  |
|--------------|--|--------------|------------------|
| Ref          | Assessment criteria (Pass)   | Criteria met | Criteria not met |
| B3.3         | Demonstrates achievement of results through effective teamwork and collaboration with colleagues at all levels |              |                  |
| B3.4         | Shows adaptability of own skills when working with internal customers  |              |                  |

| Equality |  |              |                  |
|----------|--|--------------|------------------|
| Ref      | Assessment criteria (Pass)   | Criteria met | Criteria not met |
| B4.1     | Demonstrates adaptability and flexibility in working towards meeting customer needs, supporting equality, diversity and inclusion in their customer service delivery |              |                  |

| Presentation |  |              |                  |
|--------------|--|--------------|------------------|
| Ref          | Assessment criteria (Pass)   | Criteria met | Criteria not met |
| B5.1         | Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction |              |                  |
| B5.2         | Evidence to show how their personal presentation made a positive impact on their organisation's brand                          |              |                  |