

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

## Mock assessment materials

### Practical observation with Question and Answer

<b>Knowing your customers and their needs/customer insight</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Practical observation</b>
K3.3	Demonstrate how they analyse, use and present a range of information in order to provide customer insight	
K3.4	An ability to assess at least 3 different customer types and their role of emotions in order to achieve a successful outcome for them	
K3.5	Evidences knowledge of how customer expectations can differ between cultures, ages and social profiles	

<b>Customer service culture and environment awareness</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Practical observation</b>
K4.2	Demonstrates an understanding of current legislation, compliance and regulatory guidance and their impact on customer service delivery	

<b>Business focussed service delivery</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Practical observation</b>
S1.1	An ability to assess situations and offer clear explanations, options and solutions that balance customer and organisational requirements	

Reference	Assessment criteria (distinction)	Practical observation
S1.2	Demonstrates own communication with customers that ensures the best solution to meet customer requirements and organisational needs	

Providing a positive customer experience		
Reference	Assessment criteria (pass)	Practical observation
S2.3	Demonstrates through advanced questioning, listening and summarising, the negotiation of mutually beneficial outcomes	
S2.4	Demonstrates management of challenging and complicated situations, balancing organisational needs and customer satisfaction	
S2.5	Demonstrates identifying, negotiating and agreeing appropriate options with customers, making realistic commitments and delivering on them in line with organisational policy and procedures	
S2.6	Recognises when customer emotions have been affected by the level of service offered	
S2.7	Demonstrates how they adapt their communication style to clearly and concisely communicate complex information to customers to support positive outcomes	
Reference	Assessment criteria (distinction)	Practical observation
S2.8	Demonstrates when they provided additional solutions to customers and made recommendations based on their findings to enable improvement	

<b>Customer service performance</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Practical observation</b>
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	

<b>Ownership/responsibility</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Practical observation</b>
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	

<b>Teamworking</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Practical observation</b>
B3.2	Demonstrates achievement of results through effective teamwork and collaboration with colleagues at all levels	
B3.3	Shows adaptability of own skills when working with internal customers	

<b>Equality</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Practical observation</b>
B4.1	Ability to react appropriately to customer emotions and bring about a successful outcome for different customer types	
B4.2	Demonstrates adaptability and flexibility in working towards meeting customer needs, supporting equality, diversity and inclusion in their customer service delivery	

<b>Presentation</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Practical observation</b>
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	