

During your observation you need to show off all the knowledge, skills and behaviours you have learnt during your apprenticeship.

Your observation will usually last 90 minutes, you should take the time to demonstrate to your end-point assessor all the areas and, if you wish, you can explain what you are doing and why you are doing it.

Keep an eye on the time and make sure you cover all the areas and tasks you planned to show the assessor.

Fill in the table below to help you keep to your plan.

Area/Activity	Duration

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THINK ABOUT

YOUR CUSTOMER SERVICE PRACTITIONER END-POINT ASSESSMENT OBSERVATION



Show off your skills!

- Demonstrate your communication skills
- Work with others and share ideas
- Present and conduct yourself professionally
- Strive to get it 'right first time'
- Think about individual customer's needs

SKILLS

When planning your observation consider the following:

Interpersonal skills

- Engage with customers in a positive manner
- Work with customers to build a rapport, balancing their needs with those of your organisation
- Work with others and share ideas to ensure efficient customer service delivery



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Communication

- Face-to-face and non-customer facing; adapt tone, behaviour and body language in line with customers' needs and expectations
- Recognise when to summarise and use reinforcement techniques during customer interactions
- The importance to the brand/organisation of following communication procedures
- Adapt to various customer personalities while remaining calm and in control where necessary

Equality – treating all customers as individuals

- Knowledge and application of the Equality Act in all communications with customers
- Uphold the core values and service culture of your organisation
- Provide a personalised customer service experience

Presentation – dress code, professional language

- Present a professional image and a positive attitude in line with the organisational dress code and code of conduct
- Maintain professional and positive language consistently in all customer interactions

Right first time

- Confidently deal with customers, remaining positive and professional when circumstances are challenging
- Demonstrate a knowledge of the organisational products and/or services
- Take ownership of building and maintaining a relationship with the customer
- Recognise your role, responsibilities, level of authority and organisational procedures when dealing with customers
- Deal with problems and explain when customers' needs cannot be met, refer to your supervisor and/or line manager if necessary

KNOWLEDGE

COMMUNICATION



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