

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

Mock assessment materials

Professional discussion (supported by portfolio of evidence)

| Business knowledge and understanding | | | |
|--------------------------------------|---|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| K1.5 | Ability to describe their role in meeting their organisation's customer service standards and its impact upon other departments | | |
| K1.6 | Evidence of how they identify the different types of leadership styles that work best in their customer environment | | |

| Customer journey knowledge | | | |
|----------------------------|---|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| K2.3 | Understanding of why customer issues and complex situations sometimes need referral or escalation for specialist attention within their organisation | | |
| K2.4 | Ability to adhere to their organisation's service level agreement and demonstrates an awareness of the limit of their authority when providing customer service | | |

| Knowing your customers and their needs/customer insight | | | |
|---|--|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| K3.1 | Evidences knowledge of how their internal and external customers' expectations can differ and how they would adapt their approach to meet those expectations | | |
| K3.2 | Demonstrates factors used to drive and improve loyalty, retention and satisfaction of customers and the impact they have on the organisation | | |
| Ref | Assessment criteria (Distinction) | Criteria met | Criteria not met |
| K3.3 | Evidences when they have analysed the importance of their professional image and its relationship with the organisation's brand | | |

| Customer service culture and environment awareness | | | |
|--|--|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| K4.1 | Evidences knowledge of where different sources of information on industry best practice can be found and used to improve personal and professional development | | |

| Business focused service delivery | | | |
|-----------------------------------|--|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| S1.5 | Demonstrates resolution of a range of complex customer service issues, explaining the approach used and why, demonstrating accountability throughout | | |

| Providing a positive customer experience | | | |
|--|--|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| S2.1 | Demonstrates when they have balanced the meeting of their customer and their organisation's needs while showing they have considered cost implications | | |

| Develop self | | | |
|--------------|--|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| B1.1 | Provides evidence to demonstrate how they have achieved learning and development goals, identified in an agreed personal development plan, in relation to their knowledge and skills of customer service in the industry and best practice | | |
| Ref | Assessment criteria (Distinction) | Criteria met | Criteria not met |
| B1.2 | Demonstrates how they evaluate and review improvements made to their own customer service to ensure a future-focused approach | | |

| Ownership/Responsibility | | | |
|--------------------------|--|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| B2.1 | Demonstrates responsibility and ownership in resolving customer issues by getting the right people involved and delivering on promises, to the satisfaction of the customer and their organisation | | |

| Teamworking | | | |
|-------------|--|--------------|------------------|
| Ref | Assessment criteria (Pass) | Criteria met | Criteria not met |
| B3.1 | Demonstrate sharing own knowledge and experience with others to support colleague development | | |
| Ref | Assessment criteria (Distinction) | Criteria met | Criteria not met |
| B3.2 | Evidences when they have assessed the impact of sharing their own knowledge on: <ul style="list-style-type: none"> a. Their development b. Colleague development | | |