

## Highfield Level 3 End-Point Assessment for ST0071 Customer Service Specialist Work-based project report criteria mapping document

Below is a sample mapping document that Highfield recommends should accompany your report. This is to ensure coverage of the criteria outlined for this assessment method.

| Criteria  | Section of the report it appears in                    |
|---|--|
| <i><b>EXAMPLE: K1.4- Provides evidence to show when they analyse the risks and opportunities of implementing the change</b></i> | <i><b>EXAMPLE: Section 2 – Actions paragraph 1</b></i> |

| <b>Business knowledge and understanding</b>  |  |
|--|--|
| Pass criteria  |  |
| K1.1 Evidences that they understand the impact of the organisation’s mission statement and business strategy on customer service delivery and makes recommendations for future improvements                |  |
| K1.2 Ability to recommend improvement to the customer service provision, the steps required to implement this change and the benefit this change could have on the organisation and their role             |  |
| Distinction criteria   |  |
| K1.3 Evidence to support their research and analysis of customer service standards and mission statements of other organisations in comparison to their own organisation’s to inform their recommendations |  |
| K1.4 Ability to consider the possible impact on their organisation of not considering the future in decision-making  |  |

| <b>Customer journey knowledge</b>   |  |
|---|--|
| Pass criteria   |  |
| K2.1 Demonstrates an understanding of customer journeys within their organisation and how these are managed to ensure successful outcomes             |  |
| K2.2 An understanding of the underpinning business processes that support them on bringing about the best outcome for customer and their organisation |  |

| <b>Customer service culture and environment awareness</b>  |  |
|--|--|
| Pass criteria  |  |
| K4.3 Ability to discuss the internal and external factors influencing their business environment and culture   |  |
| K4.4 Evidences knowledge of the departmental roles/functions within their organisational structure and their influence in customer service delivery                                    |  |
| K4.5 Evidence of how they demonstrate the importance of effective communication among departments in providing good customer service   |  |
| K4.6 Ability to identify potential causes of service failure and the consequences of these   |  |
| Distinction criteria   |  |
| K4.7 Ability to demonstrate the importance of assessing the political, economic, social, technical, legal and environmental factors that influence the operation of their organisation |  |

| <b>Business-focused service delivery</b>   |  |
|--|--|
| Pass criteria  |  |
| S1.4 Evidences when they made decisions and recommendations to improve their own customer service delivery   |  |
| Distinction criteria   |  |
| S1.5 Evidences when they evaluated the strengths and weaknesses of feedback methods used and recommended alternative methods likely to improve results, stating reasons for choice |  |

| <b>Providing a positive customer experience</b>  |  |
|--|--|
| Pass criteria  |  |
| S2.8 Provides evidence to show how they identify information which can be used by their organisation to provide customer insight and identify how this information can be analysed, used and presented |  |
| S2.9 Demonstrates how they communicate with customers, gaining full information on their experience, and recommend improvements to customer service delivery to others                                 |  |
| Distinction criteria   |  |
| S2.10 Demonstrates an ability to identify trends/recurring issues and analyse why they occurred and record possible ways of addressing them to ensure they do not reoccur                              |  |
| S2.11 Provides evidence to show when they analyse the risks and opportunities to implementing change   |  |

| <b>Working with your customers/customer insights</b>  |  |
|---|--|
| Pass criteria   |  |
| S3.1 Evidences how they proactively seek and gather customer feedback through a variety of methods and evaluate this feedback to make recommendations on possible improvements  |  |
| S3.2 Ability to gather and analyse information about the types of customers their organisation has and explain how the service they provide meets their potential needs and expectations  |  |
| Distinction criteria  |  |
| S3.3 Demonstrates how knowing their customer and their needs has a direct impact on: <ul style="list-style-type: none"> <li>a. Their working practices</li> <li>b. Organisational policy/procedures</li> </ul>                        |  |
| S3.4 Evidence to show when they have proactively gathered customer feedback, through a variety of methods and used alternative recommendations to change the customer service level agreement in order to provide an improved service |  |

| <b>Service improvement</b>  |  |
|---|--|
| Pass criteria   |  |
| S5.1 Evidence to show how they use the qualitative and quantitative customer experience data that their organisation gathers                        |  |
| S5.2 Evidences the way in which they analyse this data to recommend continuous improvement, showing when there is input from others where required  |  |
| S5.3 Demonstrates how they take into consideration current legislation, compliance and regulatory guidance when making recommendations for change   |  |
| Distinction criteria  |  |
| S5.4 Ability to identify and recognise when problems reoccur and discuss these reoccurring problems with others and recommend appropriate change(s) |  |