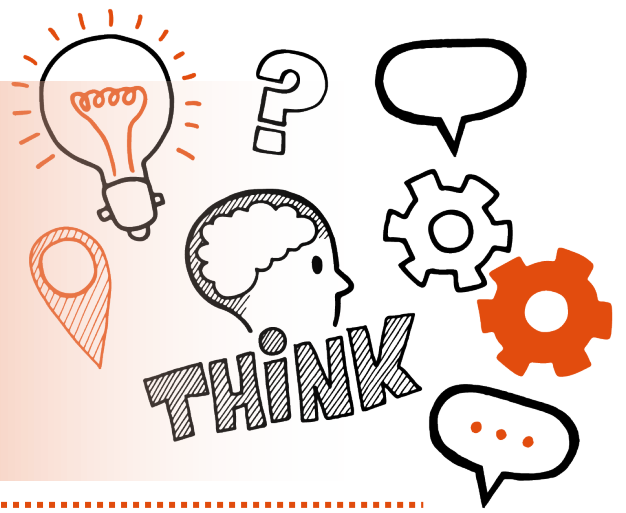


Think about

Professional discussion

Level 2 ST0072 Customer Service
Practitioner V1.1



On the day of this assessment you will carry out:



A 60-minute professional discussion



Remote or face-to-face



In a suitable, controlled environment free from
distraction



With an end-point assessor



Key point

The professional discussion can be used to pick up any criteria that were not evidenced during the observation due to a suitable situation not arising.



Do

- Review the criteria associated with the professional discussion - this can be found in the EPA Kit and in the table at the end of this document
- Review relevant legislations, regulations and your organisation's policies and procedures
- Ensure a quiet room is available and that there are no interruptions
- Be prepared to answer questions and any follow-up questions that your assessor may ask



Don't

- Forget to bring your ID
- Forget to plan



Next steps

- Results can take up to 7 working days to be confirmed
- Your manager or training provider will inform you of the results



Resits

- If you do not achieve a pass result on the professional discussion, you can resit the assessment





Use the table below to plan and prepare for the professional discussion

(P) indicates pass criteria

(D) indicates distinction criteria

Assessment criteria	Key points to remember
Knowing your customers	
(P) Explain the difference between internal and external customers in the context of your organisation	
(P) Describe the specific needs of different customers, including those protected under current equality law	
(P) Explain when and how to adapt your service approach to meet the needs and expectations of customers	



(D) Explain the importance of building good customer relationships to the organisation	
(D) Explain the difference in the way internal and external customer relationships are managed	
(D) Explain the importance of balancing the needs of both the organisation and its customers	
Your role and responsibility	
(P) Explain how the actions taken in the context of your job role and responsibilities impact on others in the organisation	



(P) Describe how to achieve your agreed targets and goals	
Customer experience	
(P) Explain how an understanding of the facts can be used to create a customer focused experience	
(P) Explain how to build trust with customers and the importance of doing so	
(D) Explain how to respond to customer needs and requirements positively	

V1.1

