

**Highfield Level 2 End-Point Assessment for ST0072 Customer Service
Practitioner Mock Assessment Materials
Practical Observation**

Interpersonal Skills		
Reference	Assessment Criteria - (Pass)	Practical Observation
S8.1	Demonstrate willingness and ability to engage with customers in a positive manner using relevant interpersonal skills	
S8.2	Work with customers to build a rapport, recognising and where possible meeting their needs and expectations	
S8.3	Show willingness to work with others and share ideas where appropriate	
Assessment Criteria - (Distinction)		
S8.4	Demonstrate ability to adapt interpersonal skills when working on meeting the needs and expectations of different customers, showing knowledge of the application of the Equality Act when communicating (verbally or non-verbally)	
S8.5	Demonstrate ability to balance the needs and expectations of the customer with that of the organisation	
S8.6	Pro-actively work with others to ensure efficient customer service delivery	

Equality – treating all customers as individuals		
Reference	Assessment Criteria - (Pass)	Practical Observation
B16.1	Recognise and respond to individual needs to provide a personalised customer service experience	
B16.2	Behave in a way that upholds the core values and service culture of the organisation	

Communication		
Reference	Assessment Criteria - (Pass)	Practical Observation
S9.1	Face to face'. Demonstrate ability to make initial customer contact and use appropriate verbal and non-verbal communication skills	
S9.2	Adapt tone, behaviour and body language when necessary, recognising and confirming understanding of needs and expectations	
S9.3	Demonstrate ability to recognise when to summarise and the techniques to use	
S9.4	Non- facing'. Demonstrate ability to make initial customer contact and make use of appropriate communication skills	
S9.5	Adapts tone and behaviour when necessary, recognising and confirming understanding of needs and expectations	
S9.6	Demonstrates ability to recognise and use reinforcement techniques during customer interactions	
Assessment Criteria - (Distinction)		
S9.7	In all roles, Demonstrate ability to adapt communication - tone, behaviour and language - to different customers and their interactions, showing clear knowledge of the application of the Equality Act in all customer handling	
S9.8	In all roles, Demonstrate ability to flex to various customer personalities, while remaining calm and in control where necessary. They will also demonstrate they know the organisational procedures to be followed in all communication and the importance to the brand/organisation of this requirement	

Presentation – dress code, professional language		
Reference	Assessment Criteria - (Pass)	Practical Observation
B17.1	Present a professional image in line with the organisational dress code and code of conduct or Demonstrate a positive attitude and welcoming approach consistently when dealing with customers	
B17.2	Maintain professional and positive language consistently in customer interactions	

Right first time		
Reference	Assessment Criteria - (Pass)	Practical Observation
B18.1	Demonstrate ability to confidently approach customers, remaining positive and professional when circumstances are challenging	
B18.2	They will show an ability to establish needs and expectations, working towards meeting them where possible, explaining when necessary when they cannot be met	
B18.3	Demonstrate knowledge of the organisational products and/or services and knowledge and application of the organisation's policies and procedures	
B18.4	Demonstrate recognition of own role, responsibilities, level of authority and organisational procedures when dealing with customers	
B18.5	Take ownership from beginning to end, building and maintaining a relationship with the customer	
B18.6	Recognise the importance of good customer service to the customer and in turn the organisation, making contact as promised, referring to others as necessary with all required detail, following up to ensure conclusion	