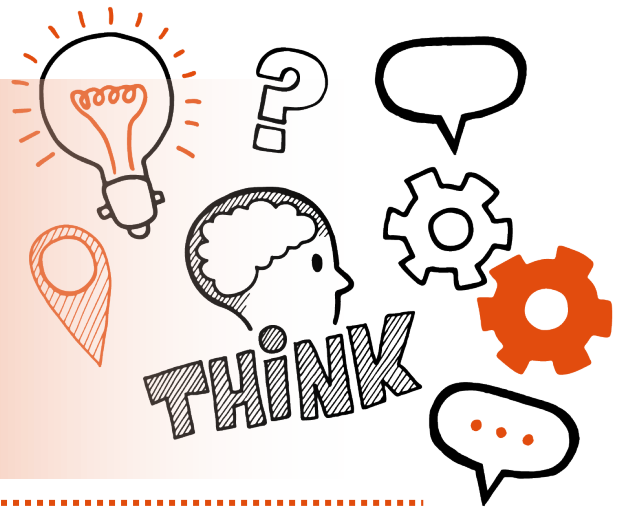


Think about

Practical Observation

**Level 2 ST0072 Customer Service
Practitioner V1.1**



On the day of this assessment you will carry out:



A 90-minute practical observation



Face-to-face



In your normal place of work



With an end-point assessor



Key point

Customer interactions should be naturally occurring, however, to ensure that all criteria can be covered, some simulation will be allowed.



Do

- Review the criteria associated with the practical observation - 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



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 practical observation, you can resit the assessment





Use the table below to plan and prepare for the practical observation

(P) indicates pass criteria

(D) indicates distinction criteria

Assessment criteria	Key points to remember
Interpersonal skills	
(P) Demonstrate willingness and ability to engage with customers in a positive manner using relevant interpersonal skills	
(P) Work with customers to build a rapport, recognising and where possible meeting their needs and expectations	
(P) Show willingness to work with others and share ideas where appropriate	



(D) 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)	
(D) Demonstrate ability to balance the needs and expectations of the customer with that of the organisation	
(D) Pro-actively work with others to ensure efficient customer service delivery	
Communication	
(P) 'Face to face' - demonstrate ability to make initial customer contact and use appropriate verbal and non-verbal communication skills	



<p>(P) Adapt tone, behaviour and body language when necessary, recognising and confirming understanding of needs and expectations</p>	
<p>(P) Demonstrate ability to recognise when to summarise and the techniques to use</p>	
<p>(P) 'Non-facing' - demonstrate ability to make initial customer contact and make use of appropriate communication skills</p>	
<p>(P) Adapt tone and behaviour when necessary, recognising and confirming understanding of needs and expectations</p>	



(P) Demonstrate ability to recognise and use reinforcement techniques during customer interactions	
(D) 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	
(D) In all roles, demonstrate ability to flex to various customer personalities, while remaining calm and in control where necessary. You will also demonstrate you know the organisational procedures to be followed in all communication and the importance to the brand/organisation of this requirement	
Equality	
(P) Recognise and respond to individual needs to provide a personalised customer service experience	



(P) Behave in a way that upholds the core values and service culture of the organisation	
Presentation/dress code	
<p>(P) Face to face: Present a professional image in line with the organisational dress code and code of conduct</p> <p>Or</p> <p>None facing: Demonstrate a positive attitude and welcoming approach consistently when dealing with customers</p>	
(P) Maintain professional and positive language consistently in customer interactions	
Right first time	
(P) Demonstrate ability to confidently approach customers, remaining positive and professional when circumstances are challenging	



<p>(P) You will show an ability to establish needs and expectations, working towards meeting them where possible, explaining when necessary when they cannot be met</p>	
<p>(P) Demonstrate knowledge of the organisational products and/or services and knowledge and application of the organisation's policies and procedures</p>	
<p>(P) Demonstrate recognition of own role, responsibilities, level of authority and organisational procedures when dealing with customers</p>	
<p>(P) Take ownership from beginning to end, building and maintaining a relationship with the customer</p>	



<p>(P) 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</p>	
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V1.1

