

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

## Mock assessment materials

### Practical observation (with Q&A)

Knowing your customers and their needs/customer insight			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
K3.3	Demonstrate how they analyse, use and present a range of information in order to provide customer insight		
K3.4	An ability to assess at least 3 different customer types and their role of emotions in order to achieve a successful outcome for them		
K3.5	Ability to react appropriately to customer emotions and bring about a successful outcome for different customer types		
K3.6	Evidences knowledge of how customer expectations can differ between cultures, ages and social profiles		

Customer service culture and environment awareness			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
K4.2	Demonstrates an understanding of current legislation, compliance and regulatory guidance and their impact on customer service delivery		

Business focussed service delivery			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
S1.1	An ability to assess situations and offer clear explanations, options and solutions that balance customer and organisational requirements		
Ref	Assessment criteria (Distinction)	Criteria met	Criteria not met
S1.2	<i>Demonstrates own communication with customers that ensures the best solution to meet customer requirements and organisational needs</i>		

Providing a positive customer experience			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
S2.2	Demonstrates through advanced questioning, listening and summarising, the negotiation of mutually beneficial outcomes		
S2.3	Demonstrates management of challenging and complicated situations, balancing organisational needs and customer satisfaction		
S2.4	Demonstrates identifying, negotiating and agreeing appropriate options with customers, making realistic commitments and delivering on them in line with organisational policy and procedures		
S2.5	Recognises when customer emotions have been affected by the level of service offered		
S2.6	Demonstrates how they adapt their communication style to clearly and concisely communicate complex information to customers to support positive outcomes		
Ref	Assessment criteria (Distinction)	Criteria met	Criteria not met
S2.7	<i>Demonstrates when they provided additional solutions to customers and made recommendations based on their findings to enable improvement</i>		

Customer service performance			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
S4.1	Evidences when they have maintained a positive relationship even when they are unable to deliver the customers expected outcome		
S4.2	Demonstrates when and how historical interactions, challenges and related information are taken into account in determining the next steps, when managing referrals and escalations		

Ownership/responsibility			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
B2.2	Evidences how they recognise when customer expectations are not met and demonstrates how, using appropriate communication techniques, this could be managed to maintain a positive relationship		
B2.3	Shows proactivity and creativity when identifying solutions to customer and organisational issues		

Team working			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
B3.3	Demonstrates achievement of results through effective teamwork and collaboration with colleagues at all levels		
B3.4	Shows adaptability of own skills when working with internal customers		

Equality			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
B4.1	Demonstrates adaptability and flexibility in working towards meeting customer needs, supporting equality, diversity and inclusion in their customer service delivery		

Presentation			
Ref	Assessment criteria (Pass)	Criteria met	Criteria not met
B5.1	Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction		
B5.2	Evidence to show how their personal presentation made a positive impact on their organisation's brand		