

Think about Practical observation with Q&A Level 3 ST0071 Customer Service Specialist V1.1



On the day of this assessment you will carry out:



A 1-hour (+/- 10%) practical observation with Q&A



Face-to-face



In your workplace



With an end-point assessor



Key point

Be prepared to answer questions that clarify your actions and the reasons for them.



Do

- ☐ Review the criteria associated with the practical observation with Q&A - this can be found in the EPA Kit and in the table at the end of this document
- ☐ 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
- ☐ Forget to have a quiet room available for the Q&A session
- ☐ Forget to tell your colleagues and customers that you are being observed



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 with Q&A, you can resit the assessment



Use the table below to plan and prepare for the practical observation with Q&A

(P) indicates pass criteria

(D) indicates distinction criteria

Assessment criteria	Key points to remember
Knowing your customers and their needs/customer	
(P) Demonstrate how you analyse, use and present a range of information in order to provide customer insight	
(P) An ability to assess at least 3 different customer types and their role of emotions in order to achieve a successful outcome for them	
(P) Ability to react appropriately to customer emotions and bring about a successful outcome for different customer types	

Assessment criteria

Key points to remember

(P) Evidence knowledge of how customer expectations can differ between cultures, ages and social profiles

Customer service culture and environment awareness

(P) Demonstrate an understanding of current legislation, compliance and regulatory guidance and their impact on customer service delivery

Business-focused service delivery

(P) An ability to assess situations and offer clear explanations, options and solutions that balance customer and organisational requirements

(D) Demonstrate own communication with customers that ensures the best solution to meet customer requirements and organisational needs

Assessment criteria	Key points to remember
Providing a positive customer experience	
(P) Demonstrate through advanced questioning, listening and summarising, the negotiation of mutually beneficial outcomes	
(P) Demonstrate management of challenging and complicated situations, balancing organisational needs and customer satisfaction	
(P) Demonstrate identifying, negotiating and agreeing appropriate options with customers, making realistic commitments and delivering on them in line with organisational policy and procedures	
(P) Recognise when customer emotions have been affected by the level of service offered	

Assessment criteria	Key points to remember
(P) Demonstrate how you adapt their communication style to clearly and concisely communicate complex information to customers to support positive outcomes	
(D) Demonstrate when you provided additional solutions to customers and made recommendations based on your findings to enable improvement	
Customer service performance	
(P) Evidence when you have maintained a positive relationship even when you are unable to deliver the customers expected outcome	
(P) Demonstrate when and how historical interactions, challenges and related information are taken into account in determining the next steps, when managing referrals and escalations	

Assessment criteria	Key points to remember
Ownership/responsibility	
(P) Evidence how you recognise when customer expectations are not met and demonstrate how, using appropriate communication techniques, this could be managed to maintain a positive relationship	
(P) Show proactivity and creativity when identifying solutions to customer and organisational issues	
Teamworking	
(P) Demonstrate achievement of results through effective teamwork and collaboration with colleagues at all levels	
(P) Show adaptability of own skills when working with internal customers	

Assessment criteria	Key points to remember
Equality	
(P) Demonstrate adaptability and flexibility in working towards meeting customer needs, supporting equality, diversity and inclusion in their customer service delivery	
Presentation	
(P) Demonstrate brand advocacy, values and belief when dealing with customer requests to build trust, credibility and satisfaction	
(P) Evidence to show how your personal presentation made a positive impact on their organisation's brand	