

Think about
Observation with questions
Level 2 Retailer IfATE V1.2



On the day of this assessment you will carry out:



A 2.5-hour observation with questions



Face-to-face



In your normal place of work



With an end-point assessor



Key point

Your end-point assessor will need to stop the observation if you demonstrate any unsafe practices or breaches of GDPR, professional codes of conduct or legislation.



Do

- Review the criteria associated with the observation - this can be found in the EPA kit and in the table at the end of this document
- Use the planner to plan how you will demonstrate the criteria associated with the observation
- Be prepared to be observed in the areas of customer support, stock control and communication
- Be prepared to answer at least 5 questions and any follow-up questions your assessor may ask to clarify your answers or cover criteria not observed



Don't

- Forget to bring your ID
- Spend unnecessary time on any one activity - complete it and move on
- Forget to follow the organisation's policies and procedures



Next steps

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



Resits

- If you do not achieve a pass result on the observation with questions you can resit the assessment.



Use the table below to plan and prepare for the observation with questions

(P) indicates pass criteria

(D) indicates distinction criteria

Assessment criteria	Key points to remember
(P) Communicates using a range of techniques to identify customer requirements and influence their purchasing decisions in line with legislation, brand standards, and business procedures and values	

(P) Acts as an ambassador for the business or brand to maintain its reputation

(D) Explains how their approach encourages customer loyalty and repeat business and why this is important

(P) Contributes to effective and safe merchandising activities, applying visual and/or digital skills to enhance sales

(P) Organises and maintains stock levels and storage conditions in order to meet customer demand and minimise losses

(P) Complies with relevant regulations, legislation, and business procedures, including those related to the business approach to sustainability such as waste reduction and recycling

(D) Explains how implementing successful merchandising and stock control supports the business, and the potential consequences of poor practice

(P) Uses technology and applications to support sales and service, reporting maintenance issues in line with the business' procedures, and explaining how they have adapted when necessary

(D) Uses IT and digital systems confidently, explaining how they can improve the customer experience and benefit the business