

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

## Mock assessment materials

### Professional discussion (supported by portfolio of evidence)

<b>Business knowledge and understanding</b>		
Reference	Assessment criteria (pass)	Professional discussion
K1.5	Ability to describe their role in meeting their organisation’s customer service standards and its impact upon other departments	
K1.6	Evidence of how they identify the different types of leadership styles that work best in their customer environment	
Reference	Assessment criteria (Distinction)	Professional discussion
K1.7	Demonstrates how they evaluate and review improvements made to their own customer service to ensure a future-focused approach	

<b>Customer journey knowledge</b>		
Reference	Assessment criteria (pass)	Professional discussion
K2.3	Understanding of why customer issues and complex situations sometimes need referral or escalation for specialist attention within their organisation	
K2.4	Ability to adhere to their organisation’s service level agreement and demonstrates an awareness of the limit of their authority when providing customer service	

<b>Knowing your customers and their needs/customer insight</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Professional discussion</b>
K3.1	Evidences knowledge of how their internal and external customers' expectations can differ and how they would adapt their approach to meet those expectations	
K3.2	Demonstrates factors used to drive and improve loyalty, retention and satisfaction of customers and the impact they have on the organisation	

<b>Customer service culture and environment awareness</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Professional discussion</b>
K4.1	Evidences knowledge of where different sources of information on industry best practice can be found and used to improve personal and professional development	

<b>Providing a positive customer experience</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Professional discussion</b>
S2.1	Demonstrates when they have balanced the meeting of their customer and their organisation's needs while showing they have considered cost implications	
<b>Reference</b>	<b>Assessment criteria (distinction)</b>	<b>Professional discussion</b>
S2.2	Evidences when they have analysed the importance of their professional image and its relationship with the organisation's brand	

<b>Develop self</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Professional discussion</b>
B1.1	Provides evidence to demonstrate how they have achieved learning and development goals, identified in an agreed personal development plan, in relation to their knowledge and skills of customer service in the industry and best practice	
<b>Reference</b>	<b>Assessment criteria (distinction)</b>	<b>Professional discussion</b>
B1.2	Evidences when they have assessed the impact of sharing their own knowledge on: <ul style="list-style-type: none"> <li>a. Their development</li> <li>b. Colleague development</li> </ul>	

<b>Ownership/Responsibility</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Professional discussion</b>
B2.1	Demonstrates responsibility and ownership in resolving customer issues by getting the right people involved and delivering on promises, to the satisfaction of the customer and their organisation	

<b>Teamworking</b>		
<b>Reference</b>	<b>Assessment criteria (pass)</b>	<b>Professional discussion</b>
B3.1	Demonstrate sharing own knowledge and experience with others to support colleague development	