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
C ₁	Don't
	Forget to bring your ID
	Forget to plan
	Forget to have a guiet 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 a	wareness
(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
(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
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	