

**Think about  
Work-based project  
(supported by an interview)  
Level 3 ST0071 Customer Service  
Specialist V1.2**



**On the day of this assessment you will carry out:**



**A 60-minute (+/- 10%) interview**



**Remote or face-to-face**



**In a suitable controlled environment, free from distraction and influence**



**With an end-point assessor and a representative from the organisation (optional)**



### **Key point**

**You will have already submitted your work-based project report.**



## Do

- ☐ Review the criteria associated with the work-based project (supported by an interview) - 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 at least 10 questions and any follow-up questions that your assessor may ask



## Don't

- ☐ Forget to bring you ID
- ☐ Forget to plan



## 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 work-based project (supported by an interview), you can resit the assessment



## Use the table below to plan and prepare for the work-based project (supported by an interview)

**(P)** indicates pass criteria

**(D)** indicates distinction criteria

Assessment criteria	Key points to remember
<b>Business knowledge and understanding</b>	
<b>(P)</b> Evidence that you understand the impact of the organisation's mission statement and business strategy on customer service delivery and makes recommendations for future improvements	
<b>(P)</b> Ability to recommend improvement to the customer service provision, the steps required to implement this change and the benefit this change could have on the organisation and your role	
<b>(D)</b> Evidence to support your research and analysis of customer service standards and mission statements of other organisations in comparison to your own organisation's to inform your recommendations	

## Assessment criteria

## Key points to remember

**(D)** Ability to consider the possible impact on your organisation of not considering the future in decision-making

## Customer journey knowledge

**(P)** Demonstrate an understanding of customer journeys within your organisation and how these are managed to ensure successful outcomes

**(P)** An understanding of the underpinning business processes that support you on bringing about the best outcome for customer and your organisation

## Assessment criteria

## Key points to remember

### Customer service culture and environment awareness

**(P)** Ability to discuss the internal and external factors influencing your business environment and culture

**(P)** Evidence knowledge of the departmental roles/functions within your organisational structure and their influence in customer service delivery

**(P)** Evidence of how you demonstrate the importance of effective communication among departments in providing good customer service

**(P)** Ability to identify potential causes of service failure and the consequences of these

Assessment criteria	Key points to remember
(D) Ability to demonstrate the importance of assessing the political, economic, social, technical, legal and environmental factors that influence the operation of your organisation	
<b>Business-focused service delivery</b>	
(P) Evidence when you made decisions and recommendations to improve your own customer service delivery	
(D) Evidence when you evaluated the strengths and weaknesses of feedback methods used and recommended alternative methods likely to improve results, stating reasons for choice	
<b>Providing a positive customer experience</b>	
(P) Provide evidence to show how you identify information which can be used by your organisation to provide customer insight and identify how this information can be analysed, used and presented	

Assessment criteria	Key points to remember
<p><b>(P)</b> Demonstrate how you communicate with customers, gaining full information on their experience, and recommend improvements to customer service delivery to others</p>	
<p><b>(D)</b> Demonstrate an ability to identify trends/recurring issues and analyse why they occurred and record possible ways of addressing them to ensure they do not reoccur</p>	
<p><b>(D)</b> Provide evidence to show when you analyse the risks and opportunities to implementing change</p>	
Working with your customer/customer insights	
<p><b>(P)</b> Evidence how you proactively seek and gather customer feedback through a variety of methods and evaluate this feedback to make recommendations on possible improvements</p>	

Assessment criteria	Key points to remember
<b>(P)</b> Ability to gather and analyse information about the types of customers your organisation has and explain how the service you provide meets their potential needs and expectations	
<b>(D)</b> Demonstrate how knowing your customer and their needs has a direct impact on: a. Their working practices b. Organisational policy/procedures	
<b>(D)</b> Evidence to show when you have proactively gathered customer feedback, through a variety of methods and used alternative recommendations to change the customer service level agreement in order to provide an improved service	
<b>Service improvement</b>	
<b>(P)</b> Evidence to show how you use the qualitative and quantitative customer experience data that your organisation gathers	

Assessment criteria	Key points to remember
<b>(P)</b> Evidence the way in which you analyse this data to recommend continuous improvement, showing when there is input from others where required	
<b>(P)</b> Demonstrate how you take into consideration current legislation, compliance and regulatory guidance when making recommendations for change	
<b>(D)</b> Ability to identify and recognise when problems reoccur and discuss these reoccurring problems with others and recommend appropriate change(s)	

