



LEVEL 2 END-POINT ASSESSMENT FOR CUSTOMER SERVICE PRACTITIONER 603/7538/3

1. Introduction

The Customer service practitioner apprenticeship standard has been designed by employers for those providing customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications.

The role of a customer service practitioner is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high-quality service to customers which will be delivered from the workplace, digitally, or through going out into the customer's own locality. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction. You may be the first point of contact and work in any sector or organisation type.

Your actions will influence the customer experience and their satisfaction with your organisation. You will demonstrate excellent customer service skills and behaviours as well as product and/or service knowledge when delivering to your customers. You provide service in line with the organisation's customer service standards and strategy and within appropriate regulatory requirements. Your customer interactions may cover a wide range of situations and can include face-to-face, telephone, post, email, text and social media.

2. Entry requirements

There are no formal entry requirements including qualifications for apprentices selecting this apprenticeship standard. Employers and training providers must ensure that apprentices have the potential and opportunity to achieve the apprenticeship standard successfully. Apprentices do not need any prior knowledge, skills or understanding before starting the apprenticeship.

3. Qualification details

Regulator	The Office of Qualifications and Examinations Regulation, Ofqual
Type	End-point Assessment
Level	2
Operational Start date	17 th May 2021
Operational End date	31 st May 2024



4. Gateway

Apprentices must ensure they have met gateway requirements for this standard before booking end-point assessment. Apprentices are required to achieve the following mandated qualifications for this standard:

- + Level 1 English
- + Level 1 mathematics
- + Test results and/or certificates for Level 2 English and Level 2 mathematics
- + Apprentices are required to complete a showcase comprising a collection of the apprentices' best evidence gathered during the programme of learning.

Further details on the requirements for gateway can be found in the Gateway Requirements Policy. Evidence of these qualifications must be submitted to Achieve+Partners.

5. Duration

Typically, this apprenticeship will take 12 months to complete.

6. Order of end-point assessment

The assessments must be taken in the following order:

1. Apprentice showcase and practical observation
2. Professional discussion.

7. Apprenticeship grading

The apprenticeship is graded fail, pass, distinction. Apprentices must achieve a minimum of a pass in each of the 3 components.

8. Re-sits

An apprentice can re-sit a component of their end-point assessment if they fail. It is expected that a period of further learning will need to be undertaken if the apprentice has to re-sit any part of the end-point assessment. Achieve+Partners can make exemptions to this ruling should reasons for the fail are deemed to be outside the control of the apprentice.



9. External Quality Assurance Organisation

The end-point assessment for Customer Service Practitioner is regulated by The Office of Qualifications and Examinations Regulation, Ofqual.

10. End-Point Assessment (EPA) Methods

End-point assessment for this standard includes:

Apprentice showcase

What are the requirements?	<p>Apprentices are required to submit a showcase.</p> <p>The showcase will comprise a collection of the apprentices’ best evidence gathered during the programme of learning.</p> <p>The evidence must demonstrate apprentices have achieved the skills, knowledge and behaviours of the apprenticeship standard assigned to this assessment method.</p> <p>The showcase includes a short presentation and question and answer session.</p>
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Here are the ways we can help	<p>The showcase is assessed at site before the observation</p> <p>We have written pass and distinction criteria that specifies exactly what evidence the apprentice needs to provide.</p> <p>We provide an online learning module that supports the construction of the showcase.</p> <p>We provide feedback against the grading criteria.</p>
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Practical observation

What are the requirements?	<p>The practical observation takes place over a maximum 1-hour period.</p> <p>It is carried out in the workplace.</p> <p>Apprentices must be observed by an independent assessor carrying out a set of key tasks, in which they will demonstrate the knowledge, skills and behaviours assigned to this assessment method.</p>
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Here are the ways we can help	<p>We provide a set of activities that need to be demonstrated during the observation that reflect the tasks that must be observed.</p> <p>We provide an online learning module that supports the preparation for the practical observation.</p> <p>We provide feedback against the grading criteria.</p>
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Professional Discussion

What are the requirements?	<p>The professional discussion must last 60-minutes the independent assessor will ask open competence-based questions, it will follow the practical observation.</p> <p>The professional discussion can be taken in the workplace or at an assessment centre.</p> <p>The questions will assess the knowledge, skills and behaviours assigned to this assessment method.</p>
Here are the ways we can help	<p>We provide an online learning module that supports the preparation for the professional discussion.</p> <p>We provide feedback against the grading criteria.</p>

11. Requirements of the standard

Apprentices must demonstrate all of the knowledge, skills and behaviours listed in the standard.

Knowledge statements	Method
<p>Knowing your customers</p> <p>Understand who customers are</p> <p>Understand the difference between internal and external customers</p> <p>Understand the different needs and priorities of your customers and the best way to manage their expectations, recognising and knowing how to adapt style to be highly effective</p>	PD
<p>Understanding the organisation</p> <p>Know the purpose of the business and what ‘brand promise’ means</p> <p>Know your organisation’s core values and how they link to the service culture</p> <p>Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to you and your organisation</p>	AS
<p>Meeting regulations and legislation</p> <p>Know the appropriate legislation and regulatory requirements that affect your business</p> <p>Know your responsibility in relation to this and how to apply it when delivering service</p>	AS
<p>Systems and resources</p> <p>Know how to use systems, equipment and technology to meet the needs of your customers</p> <p>Understand types of measurement and evaluation tools available to monitor customer service levels</p>	AS



Your role and responsibility	Understand your role and responsibility within your organisation and the impact of your actions on others Know the targets and goals you need to deliver against	PD
Customer experience	Understand how establishing the facts enable you to create a customer focused experience and appropriate response Understand how to build trust with a customer and why this is important	PD
Product and service knowledge	Understand the products or services that are available from your organisation and keep up-to-date	AS
Skills statements		Method
Interpersonal skills	Use a range of questioning skills, including listening and responding in a way that builds rapport, determines customer needs and expectations and achieves positive engagement and delivery.	PO
Communication	Depending on your job role and work environment: + Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or + Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions. Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.	PO
Influencing skills	Provide clear explanations and offer options in order to help customers make choices that are mutually beneficial to both the customer and your organisation	AS
Personal organisation	Be able to organise yourself, prioritise your own workload/activity and work to meet deadlines	AS
Dealing with customer conflict and challenge	Demonstrate patience and calmness Show you understand the customer's point of view Use appropriate sign-posting or resolution to meet your customers' needs and manage expectations Maintain informative communication during service recovery	AS



Behaviour statements		Method
Developing self	Take ownership for keeping your service knowledge and skills up-to-date Consider personal goals and propose development that would help achieve them	AS
Being open to feedback	Act on and seek feedback from others to develop or maintain personal service skills and knowledge	AS
Team working	Frequently and consistently communicate and work with others in the interest of helping customers efficiently Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice	AS
Equality – treating all customers as individuals	Treat customers as individuals to provide a personalised customer service experience Uphold the organisations core values and service culture through your actions	O
Presentation – dress code, professional language	Demonstrate professional pride in the job through appropriate dress and positive and confident language	PO
“Right first time”	Use communication behaviours that establish clearly what each customer requires and manage their expectations Take ownership from the first contact and then take responsibility for fulfilling your promise	PO

Key

AS	Apprentice Showcase
PO	Practical observation
PD	Professional discussion