Apprenticeship Assessment

VQA Level 2 End-Point Assessment for ST0072 Customer Service Practitioner

Standard Specification

Qualification Number: 603/2722/4

Version Number: 1.1

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Key Information

Reference:	ST0072
Version:	1.1
Level:	2
Typical duration to gateway	12 months
Typical EPA period	There is no prescribed EPA window
Maximum funding	£3,500
Route:	Sales, marketing and procurement
Approved for delivery:	29 July 2016
Date Updated:	03/10/2018
LARS code:	122
EQA provider:	Ofqual
Review:	This apprenticeship standard will be reviewed in accordance with IfATE's change request policy.
Qualification number:	603/2722/4

Summary

Overview of the Role

Providing customer service products and services for businesses and other organisations including face-to-face, telephone, digital and written contact and communications.

Occupational Summary

The role of a Customer Service Practitioner is to deliver high quality products and services to the customers of their organisation. The apprentice's 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. The apprentice may be the first point of contact and work in any sector or organisation type.

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

Link to Professional Registration

The completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an individual member at professional level.

Assessment Methods

The end-point assessment (EPA) consists of three assessment methods:

- Apprenticeship Showcase
- Practical Observation
- Professional Discussion

Assessment Order

The practical observation will be followed by the showcase. It is expected that the professional discussion will be the final assessment method.

EPA Window

There is no prescribed EPA window, but the expectation is that all assessments will be completed within 12 weeks.

Gateway Considerations

Before the apprentice can start their EPA, the training provider is required to upload the following:

- Photo ID
- Apprentice Showcase/Portfolio

At gateway, the training provider is also requested sign a declaration to confirm that the English and maths requirements have been met in line with the funding rules.

Apprentice Showcase

Outline of Assessment

The apprentice showcase will be completed after the apprentice has spent at least 12 months on-programme. It allows them to reflect on their entire learning programme and present evidence of how they have developed their knowledge, skills and behaviours (KSBs) over the whole on-programme period.

The apprentice's showcase may include work-based evidence such as:

- customer feedback
- recordings
- manager and witness statements
- performance reviews and feedback.

The apprentice showcase comprises two components:

- showcase
- interview

Following the End-Point Assessor's review of the showcase, an interview will take place between the apprentice and the End-Point Assessor. The interview will last no longer than 30 minutes.

Showcase

The apprentice's showcase must include the following modules from the apprenticeship standard:

- Understanding the Organisation
- Meeting Regulations and Legislation
- Systems and Resources
- Product and Service Knowledge
- Influencing Skills
- Personal Organisation
- Dealing with Customer Conflict and Challenge
- Developing Self
- Being Open to Feedback
- Team Working.

The showcase can take the form of either a:

- written report, option 1, or a

- presentation, option 2.

Showcase Option 1: Written Report

The written report allows the apprentice to evidence the key learning and development they have undertaken throughout their apprenticeship programme in a written format.

The written report will not exceed the maximum of 3,000 words and will be submitted at gateway. There is a minimum word count of 2,000 words. Anything exceeding the upper word limit will not be assessed and therefore will not contribute to the overall grade.

It is important that the apprentice takes the time to fully understand what they are being asked so that they can answer the questions. The apprentice is permitted to take notes and their showcase into the interview to help inform and validate their responses.

Showcase Option 2: Presentation

The presentation allows the apprentice to evidence the key learning and development they have undertaken throughout their apprenticeship in a visual format.

The presentation will be a maximum of 35 slides and will be submitted at gateway. The apprentice may use Microsoft PowerPoint, Apple Keynote, Prezi, or other similar software to produce their presentation.

The apprentice is not required to deliver their presentation to the End-Point Assessor live. They may accompany their presentation with an audio and/or a video recording of their delivery of the presentation lasting up to 30 minutes (+10%), but this is not mandatory.

There is no minimum number of slides or length of audio, as the presentation will be considered on the quality of the content rather than the quantity. Any slides or audio exceeding the upper limits stated will not be assessed and therefore will not contribute to the overall grade.

The structure provided for the Written Report Template may also be used for the presentation.

Showcase Interview

The second component of the apprentice showcase is the showcase interview. This is a formal assessment and must take place in a controlled environment.

The interview will last for a maximum of 30 minutes and will focus on the contents of the showcase, allowing the apprentice to confirm their knowledge. The questions may link to research the apprentice has carried out, key learning activities they have undertaken, or their role and core duties.

It is important that the apprentice takes the time to fully understand what they are being asked so that they can answer the question. The apprentice is permitted to take notes and their showcase into the interview to help inform and validate their responses.

Grading

Grading

This assessment is graded distinction, pass or fail according to the grading criteria. To achieve a pass in this assessment, the apprentice must meet all the pass criteria.

To be awarded a distinction, the apprentice must meet all the pass criteria and 7 out of 10 distinction criteria (70%).

If the apprentice does not meet all the pass criteria, this assessment will be graded as a fail.

KSB Modules and Grading Criteria

Module	Understanding the Organisation		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Know the purpose of the business and what 'brand promise' means	1.1 What is the difference between public, private and third sector organisations?	State the aims of the organisation in relation to its sector.	**Explain how the organisational policies and procedures impact on the delivery of customer service.**
	1.2 What is the apprentice's organisation business type and purpose?	State what is meant by the organisation's 'brand promise'.	
	1.3 What does 'brand promise' mean		
2. Know the apprentice's organisation's core values and how they link to the service culture	2.1 What is meant by an organisations core values?	Explain how the organisation's core values relate to its service culture.	
	2.2 What is the apprentice's organisations core values?		
	2.3 What is meant by service culture?		
	2.4 What is the apprentice's organisations service culture?		
	2.5 How does the apprentice's organisations core values link to the service culture?		
3. Know the internal policies and procedures, including any complaints processes and digital media policies that are relevant to the apprentice and their organisation	3.1 What is the purpose of an organisational policy?	State the purpose of different organisational policies and procedures that affect their customer service role.	
	3.2 List the organisational policies and procedures that could affect a customer service role?		
	3.3 What should be included in a complaints process/procedure?		
	3.4 What is meant by digital media?	Describe the type of guidelines in a digital media policy that affect the use of social and digital media in the work environment.	
	3.5 What digital media policies exist in customer service organisations?		

Module	Meeting Regulations and Legislation		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Know the appropriate legislation and regulatory requirements that affect the apprentice's business	1.1 Identify appropriate legislation and regulation and how this effects the apprentice's organisation	Explain how the relevant legislation and regulations affect the organisation's customer service provision.	Explain the potential impact on the organisation if it fails to adhere to each of the relevant legislation and regulations.
2. Know the apprentice's responsibility in relation to this and how to apply it when delivering service	2.1 Why is it important to keep information confidential within an organisation	State their responsibilities for keeping information confidential in the organisation	Explain how a code of practice or ethical standards affects customer service.
	2.2 What information needs to be kept and remain confidential within the apprentice's organisation?		
	2.3 What are the responsibilities of the employee under the health and safety at work act?	State the responsibilities of employees and employers under the Health and Safety at Work Act.	
	2.4 What are the responsibilities of the employer under the health and safety at work act?		

Module	Systems and Resources		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Know how to use systems, equipment and technology to meet the needs of the apprentice's customers	1.1 What are the systems, equipment and/or technology the apprentice's organisation uses to effectively meet customer needs?	Explain the use of the different systems, equipment and/or technology available in the organisation to meet customer needs effectively.	
	1.2 In the apprentice's role how would they use the systems, equipment and/or technology to support customer needs?		
2. Understand types of measurement and evaluation tools available to monitor customer service levels	2.1 What are the types of measurement used to monitor customer service level?	Describe the measures and evaluation tools used in the organisation to monitor customer service levels.	
	2.2 What are the types of evaluation tool used to monitor customer service levels?		

Module	Product and Service Knowledge		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Know how to use systems, equipment and technology to meet the needs of the apprentice's customers	1.1 What is the apprentice's organisations products and/or services?	Explain the difference between the features and benefits of products and/or services in relation to the organisation.	Explain why it is important to update their knowledge on the organisation's products and/or services.
	1.2 What is the difference between providing a product and providing a service		

	1.3 How does the apprentice update and maintain their knowledge of their organisations products and/or services?	Describe how to maintain their knowledge of the organisation's products and/or services.	

Module	**Influencing Skills**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Know how to use systems, equipment and technology to meet the needs of the apprentice's customers	1.1 Identify customer needs	Offer appropriate product and/or service options to meet the identified needs of customers and the needs of the organisation.	**Provide appropriate explanations to customers in situations where a mutually beneficial outcome cannot be reached.**
	1.2 Offer product and/or service options to customers in a logical and reasoned manner	Communicate to customers in a clear and coherent manner how the products and/or services offered meet their needs.	
	1.3 clearly explain how options offered meets the customers' needs		
	1.4 Handle customer objections in a positive and professional manner	Handle customer objections in a positive and professional manner.	

Module	**Personal Organisation**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Know how to use systems, equipment and technology to meet the needs of the apprentice's customers	1.1 Agree goals and deadlines for completing tasks with an appropriate person	Prioritise and plan the completion of tasks according to agreed deadlines.	**Respond in a professional manner to challenges and**
	1.2 Prioritise and plan the completion of tasks to meet delivery deadlines		

	1.3 Use tools and techniques to monitor progress of tasks	Use appropriate tools and techniques to monitor the progress of tasks completion.	**changes and adjust priorities accordingly.**
	1.4 Monitor and adjust priorities as required		
	1.5 Meet agreed deadlines		

Module	**Dealing with Customer Conflict and Challenge**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
2. Demonstrate patience and calmness	2.1 Show patience, calmness and empathy when dealing with challenging customer situations	Maintain calm and patience at all times when dealing with challenging customer situations.	
	2.2 Use active listening skills when communicating with customers		
	2.3 Use appropriate questioning skills		
3. Show that the apprentice understands the customer's point of view	3.1 Show understanding of the customer view point	Demonstrate sensitivity to, and interest in, the customers' concerns.	
4. Use appropriate sign-posting or resolution to meet the apprentice's customers' needs and manage expectations	4.1 Explain the next steps and/or customer options in a logical manner	Communicate in a clear and coherent manner the next steps and/or options to meet the needs and expectations of customers.	
	4.2 Provide clear sign-posting or resolution to meet customers' needs and manage customer expectations	Take ownership of customer issues, taking the appropriate actions to ensure customers' needs and expectations are met.	
	4.3 Deal with the customer conflict or challenge presented in line with organisational and/or policies procedure		

	4.4 Resolve customer conflict or challenge presented in line with organisational policies and/or procedures		
5. Maintain informative communication during service recovery	5.1 Keep customers informed of progress while resolving issues		
	5.2 Maintain accurate record of customer issues and progress to resolution		

Module	**Developing Self**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Take ownership for keeping the apprentice's service knowledge and skills up-to-date	1.1 Identify own strengths and weaknesses in relation to working within a customer service role	Conduct a self-assessment to identify their strengths and weaknesses in relation to the job role.	**Review the effectiveness of their personal development plan and update it accordingly.**
	1.2 Apply the techniques of self-assessment to look at strengths and		
2. Consider personal goals and propose development that would help achieve them	2.1 Prepare a personal development plan that helps to achieve personal goals and development needs.	Produce a personal development plan to support the achievement of their agreed learning and development goals.	
	2.2 Review and update the apprentice's personal development plan		
Module	**Being Open to Feedback**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Take ownership for keeping the apprentice's	1.1 Identify suitable ways of obtaining informal and formal feedback from others	Seek constructive feedback about their	

service knowledge and skills up-to-date	1.2 Obtain useful and constructive feedback about the apprentice's own service skills and knowledge from others	customer service skills and knowledge from others.	
2. Consider personal goals and propose development that would help achieve them	2.1 Prepare a personal development plan that helps to achieve personal goals and development needs.	Use feedback from others to develop their customer service skills and knowledge.	
	1.3 Positively respond to all feedback		
	1.4 Use the feedback received to take responsibility for maintaining and developing their personal customer service skills and knowledge		

Module	**Team Working**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1 Frequently and consistently communicate and work with others in the interest of helping customers efficiently	1.1 Demonstrate the interpersonal skills required to work effectively as part of a team	Work with others in a positive and productive manner.	**Recognise when to adapt personal behaviours and communication approach to meet the needs of team members and customers.**
	1.2 Communicate consistently with team members in the interest of helping customers	Communicate information in a timely and reliable manner to team members to support them in meeting customer needs efficiently.	
	1.3 Demonstrate cooperation when working with others		

2 Share personal learning and case studies with others, presenting recommendations, and improvement to support good practice	2.1 Share personal learning with others to support good practice	Share personal learning and information with others to support good customer service practice	**Present reasoned ideas for improving customer service practice to the appropriate colleagues.**
	2.2 Present their ideas and recommendations for improvements in customer service to others		

Practical Observation

Outline of Assessment

The practical observation has been designed to enable the apprentice to evidence their skills, knowledge and behaviours from the modules assigned to this assessment method. The End-Point Assessor will observe the apprentice in a normal place of work.

The practical observation will last a minimum of one hour and a maximum of two hours.

During the practical observation, the apprentice will have the opportunity, if required, to move from one area or function of the business to another.

Scope of the Practical Observation

During the practical observation, the End-Point Assessor will assess the apprentice's KSBs against the following modules from the apprenticeship standard:

- Interpersonal skills
- Communication
- Equality – treating all customers as individuals
- Presentation – dress code, professional language
- "Right First Time".

Should naturally occurring opportunities for the apprentice to demonstrate criteria not present themselves during the practical observation, these will be carried over and assessed during the professional discussion. However, should any criteria be observed and found not to meet the pass requirements, these will be graded as a fail, and will not be assessed again in the professional discussion.

Grading

This assessment is graded distinction, pass or fail according to the grading criteria.
To achieve a pass in this assessment, the apprentice must meet all the pass criteria.
To be awarded a distinction, they must meet all the pass criteria and all 4 out of 5 distinction criteria (80%).
If the apprentice does not meet all the pass criteria, this assessment will be graded as a fail.

KSB Modules and Grading Criteria

<table>
<tr><th>Module</th><th colspan="3">Interpersonal Skills</th></tr>
<tr><th>Standard</th><th>What do I need to SHOW</th><th>Pass Criteria</th><th>Distinction Criteria</th></tr>
<tr><td rowspan="4">1. 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</td><td>1.1 Demonstrate effective interpersonal skills that achieve positive customer engagement using:
- Effective use of open and closed questioning skills relevant to the situation
- Effective use of active listening skills when communicating
- Effective use of body language when interacting with customers
- Working with others and sharing good practice when performing their duties</td><td>Demonstrate willingness and ability to engage with customers in a positive manner using relevant interpersonal skills.</td><td>Demonstrate ability to adapt interpersonal skills when working on meeting the needs and expectations of different customers, showing knowledge of the application of the Equality Act when communicating (verbally or non-verbally).</td></tr>
<tr><td>1.2 Recognise customer needs and expectations</td><td rowspan="2">Work with customers to build a rapport, recognising and where possible meeting their needs and expectations.</td><td rowspan="2">Demonstrate ability to balance the needs and expectations of the customer with that of the organisation</td></tr>
<tr><td>1.3 Respond to customer needs and manage expectations in a professional and timely manner</td></tr>
<tr><td>1.4 Build and maintain a rapport with customers</td><td>Show willingness to work with others and share ideas where appropriate.</td><td>Pro-actively work with others to ensure efficient</td></tr>
</table>

			customer service delivery.

Module	**Communication**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Depending on the apprentice's 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**	1.1 Use appropriate methods of verbal and non-verbal communication skills relevant to their work environment	**Face to face.** Demonstrate ability to make initial customer contact and use appropriate verbal and non-verbal communication skills.	**In all roles. Demonstrate ability to adapt communication - tone, behaviour and language** **- to different customers and their interactions, showing clear knowledge of the application of the Equality Act in all customer handing.**
	1.2 Use appropriate body language to maintain or enhance the customer experience	Adapt tone, behaviour and body language when necessary, recognising and confirming understanding of needs and expectations.	
	1.3 Adapt the tone and/or behaviour to maintain or enhance the customer experience as appropriate	Demonstrate ability to recognise when to summarise and the techniques to use.	
	1.4 Confirm theirs, and the customers, understanding of the customer's needs and expectations	**Non- facing.** Demonstrate ability to make initial customer contact and make use of appropriate communication skills.	**In all roles. Demonstrate ability to flex to various customer personalities, while remaining calm and in control where necessary. They will** **also demonstrate they know the**
	1.5 Use summarising language and/or reinforcement techniques during	Adapts tone and behaviour when necessary, recognising and confirming	

	customer interaction to confirm understanding	understanding of needs and expectations.	**organisational procedures to be followed in all communication and the importance to the brand/organisation of this requirement.**
	1.6 Use correct, appropriate and clear communication skills e.g. written and verbal that reflect their organisations brand	Demonstrates ability to recognise and use reinforcement techniques during customer interactions.	

Module	**Equality – treating all customers as individuals**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1 Treat customers as individuals to provide a personalised customer service	1.1 Treat all customers equally, ensuring that they comply with legal requirements 1.2 Recognise and respond to individual needs to provide a personalised customer service experience	Recognise and respond to individual needs to provide a personalised customer service.	
2 Uphold the organisations core values and service culture through their actions	2.1 Act in a way that upholds the core values and service culture of the organisation	Behave in a way that upholds the core values and service culture of the organisation.	

Module	**Presentation- dress code, professional language**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**

1. Demonstrate professional pride in the job through appropriate dress and positive and confident language	1.1 Present a tidy and professional image	Present a professional image in line with the organisational dress code and code of conduct.	
	1.2 Know and follow organisational dress code		
	1.3 Be approachable and welcoming when dealing with customers face to face		
	OR		
	1.4 Use a welcoming and approachable tone when in non-face to face situations	Demonstrate a positive attitude and welcoming approach consistently when dealing with customers.	
	1.5 Present a positive attitude with all customers and in various situations		
	1.6 Maintain professional and positive language in all situations	Maintain professional and positive language consistently in customer interactions.	
	1.7 Be confident and calm in difficult situations		

Module	**"Right First Time"**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1 Use communication behaviours that establish clearly what each customer requires and manage their expectations	1.1 Make initial approach to customers in professional manner following organisational procedures	Demonstrate ability to confidently approach customers, remaining positive and professional when circumstances are challenging.	

	1.2 Establish customer needs from customer wants	They will show an ability to establish needs and expectations, working towards meeting them where possible, explaining when necessary when they cannot be met.	
	1.3 Work towards meeting customer needs		
	1.4 Adapt tone and behaviour to meet customer needs and expectations		
	1.5 Recognise customer expectations	Demonstrate knowledge of the organisational products and/or services and knowledge and application of the organisation's policies and procedures.	
	1.6 Manage customer expectations		
	1.7 Check customer satisfaction		
	1.8 Remain positive and professional when explaining when customer needs and/or expectations cannot be met		
Module	**"Right First Time"**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
2. Take ownership from the first contact and then take responsibility for fulfilling their promise.	2.1 Establish initial contact with customers	Demonstrate recognition of own role, responsibilities, level of authority and organisational procedures when dealing with customers.	
	2.2 Recognise customer wants, needs and expectations		
	2.3 Take responsibility and work with customers to achieve outcome	Take ownership from beginning to end, building and maintaining a relationship with the customer.	
	2.4 Maintain contact with customers where necessary and as promised (even if no additional information is available)		

	2.5 Refer customers to others as required accurately passing on necessary information 2.6 Follow up as required to ensure outcome is reached 2.7 Following organisational procedures, check customer satisfaction	Recognise the importance of good customer service to the customer and in turn the organisation, making contact as promised, referring to others as necessary with all required detail, following up to ensure conclusion	

Professional Discussion

Outline of Assessment

This is a formal assessment and must take place in a controlled environment. The professional discussion will last no longer than 60 minutes.

In addition to providing evidence for criteria assigned to this assessment method, the professional discussion also provides an opportunity to expand on the practical observation, exploring how the work was carried out in more detail and discussing how they would behave in specific scenarios which did not occur within the Practical Observation.

Up to 15 minutes of the 60-minute professional discussion may be allocated to questions relating to the practical observation.

Scope of Professional Discussion

During the professional discussion, the End-Point Assessor will ask the apprentice questions about the following key areas:

- Knowing Customers
- Roles and Responsibilities
- Customer Experience
- Occupational Competence.

From the apprentice's on-programme evidence they may choose to create a portfolio of evidence to support the key areas listed above. This is not a mandatory requirement and the evidence will not be directly assessed by the End-Point Assessor.

The professional discussion is a structured conversation between the apprentice and the End-Point Assessor during which the End-Point Assessor will:

- confirm and validate judgements about the quality of their work
- explore aspects of the work, including how it was carried out, in more detail
- ask questions in relation to personal development and reflection, and
- seek to obtain further clarification on the answers they have already provided to establish an understanding and application of knowledge, skills and behaviours.

The apprentice is advised wherever possible to take the lead on providing answers in full and in as much detail as possible to showcase their understanding and ability. During the discussion, the apprentice may refer to their portfolio and to notes.

Grading

This assessment is graded distinction, pass or fail according to the grading criteria.

To achieve a pass in this assessment, the apprentice must meet all the pass criteria. To be awarded a distinction, the apprentice must meet all the pass criteria and 3 out of 4 distinction criteria (75%). If the apprentice does not meet all the pass criteria, this assessment will be graded as a fail.

KSB Modules and Grading Criteria

Module	**"Knowing your Customers"**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Understand who customers are	1.1 Who are my customers?	Explain the difference between internal and external customers in the context of their organisation.	**Explain the importance of building good customer relationships to the organisation.**
	1.2 Who are the organisations customers?		
	1.3 Describe the different types of customers?		

2. Understand the difference between internal and external customers	2.1 What is an internal customer?		**Explain the difference in the way internal and external customer relationships are managed.**
	2.2 What is an external customer?		
	2.3 Who are the organisations internal customers?		
	2.4 Who are the organisations external customers?		
	2.5 What is the difference between internal and external customers to the organisation?		

Module	**"Knowing your Customers"**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
3. Understand the different needs and priorities of their customers and the best way to manage their expectations, recognising and knowing	3.1 What is the purpose of customer service?	Describe the specific needs of different customers, including those protected under current Equality law.	**Explain the importance of balancing the needs of both the organisation and its customers.**
	3.2 What are the different needs of their customers?		
	3.3 What are the different priorities of their customers?		

how to adapt style to be highly effective	3.4 Identify the specific needs that customers may have, including those that are protected under current equality law?		
	3.5 What is meant by customer expectations?	Explain when and how to adapt their service approach to meet the needs and expectations of customers.	
	3.6 How does the standard of customer service affect the success of their organisation?		
	3.7 When do they adapt their service approach to meet the needs and expectations of their customers?		
	3.8 How they adapt their service approach to meet the needs and expectations of their customers?		

Module	**Your Role and Responsibility**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Understand their role and responsibility within their organisation and the impact of their actions on others	1.1 What is their job role and responsibilities within that role?	Explain how the actions taken in the context of their job role and responsibilities impact on others in the organisation.	
	1.2 How do their actions impact on others in their organisation?		
2. Know the targets and goals they need to deliver against	2.2 Identify the targets and goals for their role.	Describe how to achieve their agreed targets and goals.	
	2.3 How do they achieve their targets and goals?		

Module	**"Knowing your Customers"**		
Standard	**What do I need to SHOW**	**Pass Criteria**	**Distinction Criteria**
1. Understand how establishing the facts enable them to create a customer focused experience and appropriate response	1.1 What is meant by a customer focused experience?	Explain how an understanding of the facts can be used to create a customer-focused experience.	**Explain how to respond to customer needs and requirements positively.**
	1.2 How do they establish the facts to create a customer focused experience?		
	1.3 How do they use the facts create an appropriate response		
2. Understand how to build trust with a customer and why this is important	2.1 Why is building customer trust important?	Explain how to build trust with customers and the importance of doing so.	
	2.2 How would they start to build trust with their customers?		

Overall Grading

This standard is graded as distinction, pass or fail. Each assessment is graded individually. Once the apprentice has completed all assessments, the grades are combined as described in the table below to determine their overall grade.

Pass		
All pass criteria achieved		100%
Distinction		
All pass criteria achieved, **plus**		
Apprentice Showcase	7 of 10 distinction criteria	70%
Practical Observation	4 of 5 distinction criteria	80%
Professional Discussion	3 of 4 distinction criteria	75%
To attain a distinction overall, the apprentice must attain distinction in all assessment components		

A fail in any assessment component will result in a fail overall.

Resits and Retakes

If an apprentice fails any of the assessment methods, they will be eligible for a resit or retake. They will be required to resit/retake an assessment method they have failed.

An apprentice cannot resit/retake in an attempt to move from pass to distinction. All resits/retakes must be taken within 12 months of the final grade being issued.

Appeals

VQA's Appeals Policy, including time frames, can be found here.

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