

# OAL Level 2 Customer Service Practitioner End Point Assessment

603/3691/2

## Apprenticeship Standard Specification (ST0072/AP02)

### 1.1 Occupational profile

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.

OAL support the ticketing industry in providing a dedicated team of independent assessors direct from the ticketing industry. Working alongside Creative and Cultural Skills OAL's independent assessor team provides true contextualisation for apprentices working within this specialist industry.

### 1.2 Purpose

This apprenticeship has been designed by a range of employers to ensure that both new entrants and those interested in progressing a career in the sector have an opportunity to develop the right skills, knowledge and behaviours. This apprenticeship is a fantastic way of developing these skills whilst learning and gaining experience at work.

At the end of the programme apprentices will be able to:

- determine customer needs and expectations and achieve positive engagement and delivery
- provide clear explanations and offer options in order to help customers make choices
- prioritise own workload/activity and work to meet deadlines
- deal with customer conflict and challenge.

### 1.3 Entry requirements

There are no formal entry requirements for apprentices selecting this apprenticeship standard. Employers and training providers must ensure that learners have the potential and opportunity to achieve the apprenticeship standard successfully.

### 1.4 Regulatory requirements

Regulated by	Ofqual
Countries offered in:	England
Ofqual subject/sector areas:	07.3 Service enterprises
Qualification operational start date	5 <sup>th</sup> October 2018
Qualification review date:	1 <sup>st</sup> October 2023
Qualification type:	End point assessment
Applicable age ranges (years):	16-18; 19+

### 1.5 Gateway requirements

Gateway requirements are stipulated by the apprenticeship standard's assessment plan and End-point Assessment Organisation's must ensure that all apprentices have completed and achieved the requirements.

Customer Service Practitioner apprentices must have exceeded the 12 month Government minimum duration and completed a programme of learning as set by their employer, supported by the appointed training provider. The programme will develop the skills, knowledge and behaviours detailed in the standard.

Apprentices are required to achieve the following mandated qualifications for this standard:

- Level 1 English
- Level 1 mathematics
- Results from the Level 2 English test
- Results from the Level 2 mathematics test.

Evidence of these qualifications must be submitted to OAL along with a declaration that the apprentice has met the gateway requirements. Qualification certificates can be submitted at any point once the apprentice has been registered on our Portal. OAL will accept qualification certificates from any awarding organisation. Apprentices, who have previously achieved their English and/or mathematics as specified above, must submit their qualification certificates to Occupational Awards Limited as evidence of achievement and exemption.

In the main OAL expects evidence to be in the form of the qualification certificate. Where the certificate is not available then a formal transcript or notification of results. Where either a certificate or formal notification of results is not available, but the apprentice has other evidence that may be acceptable, you should contact us directly so we can offer advice on the verification of the evidence.

Apprentices and their employer/training provider should refer to the OAL English and Mathematics Policy for end-point assessment gateway evidence available at <https://www.oawards.co.uk/about-us/> for evidence requirements of English and mathematics achievement.

## 1.6 End-point Assessment (EPA)

End-point assessment for this standard includes a:

- [Apprentice showcase](#)

The Apprentice Showcase requires the apprentice to submit a showcase portfolio comprised of a collection of the apprentices best evidence gathered during the programme of learning. The evidence must demonstrate skills, knowledge and behaviours as listed in the Apprenticeship Standard Handbook and Apprentice EPA Handbook and must showcase the apprentices' highest quality work. Apprentices will be questioned on their showcase evidence as part of the professional discussion.

- [Practical observation](#)

The practical observation must be carried out in the workplace. The employer premises will need to be recognised by OAL as a recognised EPA site. This process is simple and typically involves a 60-minute assessment by OAL or the training provider on our behalf.

The practical observation is based on the skills and behaviours stated in the standard areas presentation, equality, interpersonal skills, communication and personal organisation. The observation will require the apprentice to carry out specific workbased tasks that allow the apprentice to demonstrate these skills and behaviours.

Once the apprentice has successfully passed through gateway a planning session will take place between the employer, training provider and OAL. The outcome of the planning session is to not only ensuring that the EPA runs smoothly on the day but also to allow for the practical observation to be planned.

- **Professional discussion**

The professional discussion is a structured discussion between the apprentice and their independent assessor. It needs to be taken after the apprentice showcase and practical observation. The professional discussion will cover areas of the standard not assessed in the other end-point assessment components and details can found in the OAL Apprentice EPA Handbook and OAL Customer Service Practitioner Standard Handbook. It will be no longer than 60 minutes.

End-point assessment will take place at the end of the programme and is designed to test apprentices' skills, knowledge and behaviours independently of learning and qualifications. The apprentice will not be allowed to take the end-point assessment without evidencing completion of these.

Apprentices will be given access to the OAL Apprentice End-point Assessment Handbook once they have been enrolled onto the standard. The EPA Handbook sets out the assessment requirements of EPA and the criteria on which the apprentice will be graded.

## **1.7 Order of end-point assessment**

The assessment plan for this standard stipulates that the EPA is taken in the following order:

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

## **1.8 Assessment personnel**

An Independent Assessor appointed by OAL must invigilate and assess all components of the end-point assessment.

## 1.9 Apprenticeship grading

The apprenticeship is graded: Fail, Pass or Distinction. Apprentices must achieve a minimum of a pass in each of the 3 components.

Results are subject to moderation and will be issued every 10 working days to the named training provider. OAL will send results to the Education and Skills Funding Agency in line with guidelines for certification.

It is expected that a period of further learning will need to be undertaken if the apprentice has to re-take any part of the end-point assessment. OAL can make exemptions to this ruling should reasons for the fail are deemed to be outside the control of the apprentice.

### 1.10 EPA fees

The Customer Service Practitioner apprenticeship standard attracts a total funding of £4,000. 20% of the total apprenticeship funding is withheld until the EPA has been concluded, this is to encourage completion of the apprenticeship training and mandated qualifications. In respect of this standard this represents the maximum cost of an EPA.

OAL typically charges 15% of the total funding for this standard. However fees are worked out on an individual basis to ensure that employers and apprentices get the best value for money. For approved centres our fees can be found in the online Portal. Non-approved centres should contact us directly for a bespoke quote.

At OAL there are no hidden fees. Our fees are inclusive of all support, documentation and materials. This includes access to our team of experts to support the induction of apprentices, preparation for EPA, handbooks and assessment specifications and materials.

#### Key to table in 1.11

AS	Apprentice showcase
PO	Practical observation
PD	Professional discussion

## 1.11 Standard SKB criteria

Customer Service Practitioner Apprenticeship Standard		Assessed by:
Knowledge statements		
Knowing your customers	<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
Understanding the organisation	<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
Meeting regulations and legislation	<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
Systems and resources	<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	<p>Understand your role and responsibility within your organisation and the impact of your actions on others.</p> <p>Know the targets and goals you need to deliver against.</p>	PD
Customer experience	<p>Understand how establishing the facts enable you to create a customer focused experience and appropriate response.</p> <p>Understand how to build trust with a customer and why this is important.</p>	PD

Knowledge statements		Assessed by:
Product and service knowledge	Understand the products or services that are available from your organisation and keep up-to-date.	AS
Skills statements		Assessed by
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	<p>Depending on your job role and work environment:</p> <p>Use appropriate verbal and non-verbal communication skills, along with summarising language during face-to-face communications; and/or</p> <p>Use appropriate communication skills, along with reinforcement techniques (to confirm understanding) during non-facing customer interactions.</p> <p>Use an appropriate 'tone of voice' in all communications, including written and digital, that reflect the organisation's brand.</p>	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	<p>Demonstrate patience and calmness.</p> <p>Show you understand the customer's point of view.</p> <p>Use appropriate sign-posting or resolution to meet your customers needs and manage expectations.</p> <p>Maintain informative communication during service recovery.</p>	AS

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