

Level 2 Customer Service Practitioner

Assessment 702/752 - Practical observation

Employer Witness Testimony to confirm competency

Guidance Document

This document includes information and guidance on completing the Witness Testimony to confirm the apprentice's competency against the standard covered by the observation.

Section 1

Witness Requirements:

- The witness must work in a role equivalent to first line management of the apprentice, or above, eg: Team Leader, Supervisor, and Manager.
- The witness must have worked with the apprentice for a minimum of 3 months during the course of their apprenticeship.
- The witness must state their name, job title, position and relationship to the apprentice.
- Provide work-based examples where the apprentice has demonstrated competency against the standard.

Section 2

Providing work-based examples against the standard:

- Provide two dated (month and year) examples of how the apprentice has demonstrated practical competency against the standard.
- The examples they provide must attest to the criteria. Both the pass and distinction criteria have been listed to allow the witness to provide examples that encompass both the pass and distinction criteria.
- The witness testimony can be submitted in an audio format in place of a written testimony. Guidance has been provided below as to how the witness is to record the audio testimony.
- The testimony provides the opportunity for examples to map holistically across the standard. It may be one example could cover criteria from multiple modules across the standard, and you are encouraged to provide quality examples that could cover more than one area of the standard eg: One Example could cover both the Communication module and Right First Time Module.
- Record where one example maps to other areas of the standard in the relevant box.
- There are no word count requirements/restrictions; the focus of the examples should be to cover the cover the relevant Knowledge, Skills & Behaviours.

To assist you it may help you to refer to the following within your example:

- How the apprentice used effective open and closed questioning skills relevant to the situation.
- How the apprentice used effective active listening skills when communicating.
- How the apprentice used effective body language when interacting with customers.

Completed Example:

The example here meets the pass criteria 1.1 from Interpersonal Skills and also maps holistically to the pass criteria within Communication & Right First Time module.

Interpersonal skills			
<ul style="list-style-type: none"> • 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. 			
Witness Testimony for Interpersonal Skills			
Please provide TWO specific examples of how and when the apprentice has demonstrated competency against the criteria:			
1.1 (Pass Criteria)- The apprentice demonstrated willingness and ability to engage with customers in a positive manner using relevant interpersonal skills.			
1.1 (Distinction Criteria) - The apprentice demonstrated the ability to adapt their 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).			
Example 1			
<p><i>They demonstrated this by dealing with a wide variety of customer interaction on a busy day within the store. The apprentice was smartly dressed in the Forum Convenience Uniform (black trousers, branded white shirt, tie and photo ID lanyard). The apprentice used open and closed questions to identify the customer needs and expectations, for example; "Would you like a receipt?" "Do you need any help with your packing?" "How are you today?", as well as more open questions such as "How can I help you today?"</i></p> <p><i>The apprentice was particularly skilled in actively listening to his customers, often repeating information back to confirm his understanding of items to be purchased from the till area, such as 30g of tobacco and slim filters. Throughout all interactions, the apprentice displayed positive body language, making good eye contact, smiling and acknowledging the customers so that they were fully aware he was ready and available to serve them and meet their needs. When the till area became busy, to ensure that the most efficient service is delivered to the customers, the apprentice rang the bell so that a colleague could attend and use another till to speed up the service overall.</i></p>			
Date the above example(s) took place:	October 2019		
Cross references to module:	Communication	Criteria:	1.1,1.2,1.3
Cross references to module:	Right First Time	Criteria:	1.1,1.2,1.3,1.5,2.1

Providing an Audio Witness Testimony:

- Ensure the recording includes the date, witness' name, position, and relationship to the apprentice at the start of the recording.
- A clear indication of the module that the example is referring to.
- The example is clearly time stamped within the relevant module on the Witness Testimony Form.
- The example is cross referenced to other modules where appropriate using the cross referencing box.

Completed Example:

Equality • Treat customers as individuals to provide a personalised customer service experience. • Uphold the organisations core values and service culture through your actions.			
Witness Testimony for Equality – Pass Criteria: Please provide TWO specific examples of how and when the apprentice has demonstrated competency against the criteria:			
1.1, 1.2 – The apprentice recognised and responded to individual needs to provide a personalised customer service experience.			
2.1 – The apprentice behaved in a way that upholds the core values and service culture of the organisation.			
Example 1 Time on Recording: 5 minutes 30 sec			
Example 2 Time on Recording: 7 minutes 20 sec			
Date the above example(s) took place:	January 2020		
Cross references to module:	Right First Time	Criteria:	2.1 – 2.4

Section 3

Employer Declaration & Preparing the Apprentice for Assessment:

- The witness must ensure the examples included are a true and accurate account of real work-based examples.
- Both the witness and the apprentice must sign and date the witness testimony.
- The apprentice has been involved and is familiar with the selection of the examples that have been included.

Completed Example:

Section 3			
Employer / Witness Declaration			
<i>I can confirm that:</i> <ul style="list-style-type: none">• <i>The examples provided within this witness testimony are a true and accurate account of real work-based examples. The apprentice has been observed carrying out work based activities where they have shown practical competency against the standard.</i>			
Witness Signature	<i>Team Leader 1</i>	Date	April 2020
Apprentice Declaration			
<i>I confirm that:</i> <ul style="list-style-type: none">• <i>The examples provided within this witness testimony are accurate and based on real-work based examples where I have practically demonstrated competency against the standard.</i>• <i>I have read the details of the examples included in preparation for a Witness Testimony Discussion which will take place during my End-point Assessment.</i>• <i>I understand that the details of the examples included will be explored further by the Independent End-point Assessor during the Witness Testimony Q&A.</i>			
Apprentice Signature	<i>Apprentice 1</i>	Date	April 2020

Customer Service Practitioner Supporting Information:

End-point Assessment Pack for Centres/ End-point Assessment Customers:

*Passwords can be obtained from Walled Garden

https://www.cityandquilds.com/-/media/productdocuments/business_skills/customer_service_and_contact_centre/9794/end-point_assessment_epa/9794-customer-service-practitioner-epa/9794-customer-service-practitioner-epa-pack.ashx

Level 2 Customer Service Practitioner Assessment Plan:

<https://www.instituteforapprenticeships.org/apprenticeship-standards/customer-service-practitioner/>

Assessment 702/752 Practical Observation

Grade descriptors table

		Pass	Distinction
Interpersonal skills	1.1	The apprentice demonstrated willingness and ability to engage with customers in a positive manner using relevant interpersonal skills.	The apprentice demonstrated the 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).
	1.2	The apprentice worked with customers to build a rapport, recognising and where possible meeting their needs and expectations	The apprentice demonstrated ability to balance the needs and expectations of the customer with that of the organisation
	1.3		
	1.4	The apprentice showed willingness to work with others and shared ideas where appropriate	The apprentice pro-actively worked with others to ensure efficient customer service delivery.
Communication Face to face	1.1	The apprentice demonstrated ability to make initial customer contact and use appropriate verbal and non-verbal communication skills	In all roles, the apprentice demonstrated 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 handling.
	1.2	The apprentice adapted tone, behaviour and body language when necessary, recognising and confirming understanding of needs and expectations.	
	1.3	The apprentice demonstrated ability to recognise when to summarise and the techniques to use.	

Communication Non-facing	1.4	The apprentice demonstrated ability to make initial customer contact and make use of appropriate communication skills	In all roles, the apprentice demonstrated ability to flex to various customer personalities, while remaining calm and in control where necessary. They also demonstrated they know the organisational procedures to be followed in all communication and the importance to the brand/organisation of this requirement.
	1.5	The apprentice demonstrated adapting tone and behaviour when necessary, recognising and confirming understanding of needs and expectations	
	1.6	The apprentice demonstrated ability to recognise and use reinforcement techniques during customer interactions	
Equality - treating all customers as individuals	1.1, 1.2	The apprentice recognised and responded to individual needs to provide a personalised customer service experience.	n/a
	2.1	The apprentice behaved in a way that upholds the core values and service culture of the organisation.	
Presentation Face-to-face	1.1, 1.2, 1.3	The apprentice presented a professional image in line with the organisational dress code and code of conduct.	n/a
Presentation Non-facing	1.4, 1.5	The apprentice demonstrated a positive attitude and welcoming approach consistently when dealing with customers.	
	1.6, 1.7	The apprentice maintained professional and positive language consistently in customer interactions.	
“Right first time”	1.1	The apprentice demonstrated ability to confidently approach customers, remaining positive and professional when circumstances are challenging.	n/a

	1.2, 1.3, 1.4	The apprentice showed an ability to establish needs and expectations, working towards meeting them where possible, explaining when necessary when they cannot be met.	
	1.5, 1.6, 1.7, 1.8	The apprentice demonstrated knowledge of the organisational products and/or services and knowledge and application of the organisation's policies and procedures.	
	2.1, 2.2	The apprentice demonstrated recognition of own role, responsibilities, level of authority and organisational procedures when dealing with customers.	
	2.3, 2.4	The apprentice took ownership from beginning to end, building and maintaining a relationship with the customer.	
	2.5, 2.6, 2.7	The apprentice recognised 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.	

If you require further guidance please contact Customer Support on:

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