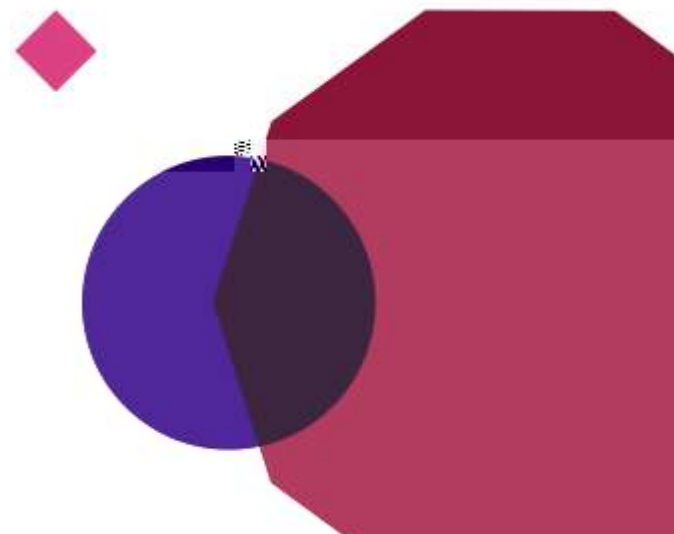




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Apprentice Showcase supported by interview

What are the new ways in which the showcase can be submitted by the apprentice?

The apprentice will be recommended to present their showcase electronically in one of the following formats:

As a written report - typically between 3000 to 4500 words, this is not including appendices.

Or

As a recorded audio presentation with bullet points supported with notes and presentation slides. These would also be accompanied with appendices. The audio recording typically would be between 30 to 45 minutes.

The showcase will be split into three topics to make the assessment clearer for both the apprentice and the IEPA. These topics

What could be added as appendices to support the written report or presentation slides?

Guidance on the type of evidence that could be included as appendices is included within the Customer Service Practitioner EPA Pack for Customers:

The appendices should include (but are not limited to):

- Examples of work-based evidence covering relevant documents or screen shots relating to their customer service role and customer feedback.
- Observation reports of the apprentice carrying out their job role, dealing with customers.

When will the new showcase assessment method be implemented?

The new showcase method will be implemented from 1st December 2019. All apprentices undertaking their EPA after 1st December will have a showcase interview regardless of the format in which their showcase has been submitted.

Why has the change been implemented?

Now we have had seen high volumes of EPAs, we have seen the best results from this style of format. We feel an apprentice is likely to find the writing of a report or the making of a presentation is more beneficial and appealing to them. They may also find they are more likely in their daily work to write reports or make a presentation than they are producing a portfolio.

This should allow clearer guidance on what we would expect to see within the showcase. It should eliminate too little or too much evidence being submitted and hopefully improve the quality of evidence.

Although the expectation is for showcase criteria to be fully evidenced within the showcase, the interview has been introduced to allow any gaps in the showcase to be addressed, and for the apprentice to add depth and enrich the evidence presented in their showcase.

How will the new showcase method be assessed by the IEPA?

The showcase should be submitted to City & Guilds two weeks prior to the interview, which is likely to take place on the same day as the practical observation and professional discussion. The showcase interview is mandatory.

The apprentice will be interviewed by the IEPA and answer questions based on the evidence submitted. This is an opportunity for the apprentice to add richness and depth to the evidence submitted in the showcase. The IEPA will ask questions to delve deeper in to the apprentice's learning and experience.

The showcase interview should take place face-to-



Can evidence that was compiled at the start of the apprenticeship be accepted in the showcase?

Yes it can be accepted and it is to be assessed against the pass and distinction as any other piece of evidence. Whilst the assessment plan does say that the majority of the evidence may come from the latter stages of the apprenticeship, we can still accept early pieces of evidence if the evidence was created whilst the apprentice was on programme.

Can the Apprenticeship Manual be used to demonstrate knowledge?

Knowledge can be presented in a number of formats, including the Apprenticeship Manual. The evidence presented must meet the criteria as listed in the assessment plan / grading criteria table contained within the Customer Service Practitioner EPA Pack for Centres v2.1.

Can the apprentice have their showcase with them during the showcase interview?

Yes the apprentice is able to have a hard or electronic copy of their showcase with them for the showcase interview. Only the showcase that was submitted at Gateway can be taken into the interview and no additional notes pertaining to the professional discussion criteria are allowed in the assessment. This can act as a support mechanism as the learner may refer back to it during the interview. The IEPA however, will not remind them to do so on the day of the EPA. It is good practice to ensure your apprentice is familiar with their showcase evidence, as well as the areas of the standard that will be assessed by the IEPA prior to their EPA.

Can the showcase interview take place remotely?

It is possible for the showcase interview to take place remotely, if the apprentice is not able to undertake the assessment on the EPA date please inform the EPA Team when making the booking.

Practical Observation

Which area of the standard will need to be demonstrated during the practical observation?

Skills

Interpersonal skills

Communication

Behaviours/Attitude

Equality – treating all customers as individuals

Presentation – dress code, professional language

Right first time

What are the requirements for the practical observation?

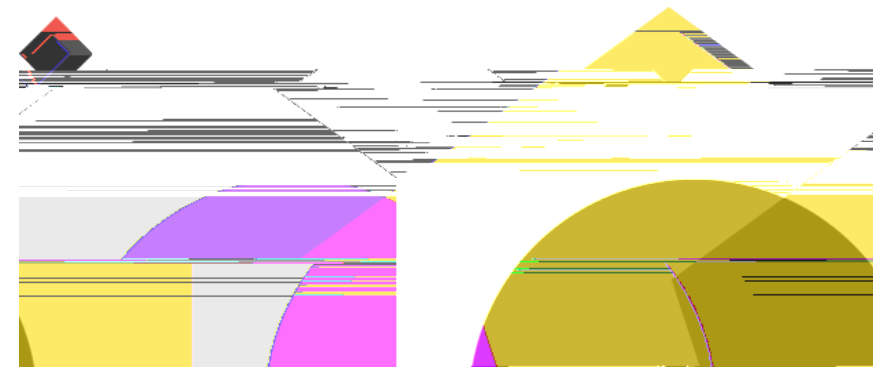
The practical observation will need to be pre-planned and scheduled to take place when the apprentice will be in their normal place of work. It will be carried out by the Independent End-point Assessment Assessor (IEPA).

You still need to make sure the apprentice:

- Has a photo ID.
- Is observed at a time of day when they will have opportunity to meet and interact with a range of customers.
- Is able to be observed carrying out tasks that meet the criteria in the assessment plan.
- Is aware of the length of assessment.



How long should the observation last?



Professional Discussion

Which area of the standard will need to be demonstrated during the professional discussion?

Knowing your customers
Your role and responsibility
Customer experience

When will the Professional discussion take place?

The Professional Discussion will take place following the practical observation and showcase interview. IEPAs will be flexible where appropriate and necessary. We will continue to work with you to ensure the EPA goes to plan and be flexible where necessary.

How long should the professional discussion last?

The Professional Discussion will last a minimum of 45 minutes to a maximum of 1 hour, depending on the time required to cover all necessary criteria.

What are the requirements for the professional discussion?

You must ensure the professional discussion:

- Ensure the apprentice is familiar with the areas of the standard that will be assessed during the discussion.
- Takes place in surroundings which are free from distractions and interruptions.
- Ensure that appropriate signposting is in place that will maintain a suitable environment throughout the duration of the assessment activity.
- Ensure that the Professional Discussion will be private and not disturbed.

Is there any flexibility in the timings or order of the assessments?

The professional discussion must always be the last component that is assessed. If you have any particular needs with regards the time of the observation, please inform our EPA Team when making the booking.

Is there any flexibility for apprentices with Additional Learning Needs?

If your apprentice has any additional learning needs, or particular requirements that need to be considered for their EPA please make this known to our EPA Team when making the booking.

Will City and Guilds provide feedback against EPA result against each module?

Results will be released to training provider within 20 working days of the EPA. Feedback will only be provided if any of the three components have resulted in a fail. If the learner achieves a pass or distinction no feedback will be provided, only the results will be issued.



Every effort has been made to ensure that the information contained in this publication is true and correct
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