



**End Point Assessment
Organisation (EPAO)**



**Senior Financial
Services Customer
Adviser**

ICA is an end-point assessment organisation (EPAO) working with training providers and employers to deliver high quality, robust end-point assessment (EPA) across a range of apprenticeships. We are part of the leading professional body for the regulatory and financial crime compliance community.

ICA's vision is to inspire, educate and enable the international compliance community to think more, perform better and help the right business be conducted in the right way.

Why choose ICA as your End Point Assessment organisation?

We will provide:

- dedicated independent end-point assessors who are subject matter experts
- robust processes and quality assurance
- quick turnaround of results
- friendly, flexible and responsive staff
- a flexible, fair and easy-to-understand pricing structure
- a simple scheduling process, with a team on hand to support you at each stage
- an online platform for apprentices to use for collating and submitting portfolios, and
- guidance sessions for apprentices on how the EPA will be conducted





Apprenticeship occupation overview

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Level 3

Route: Legal, finance and accounting

Typical duration to gateway: 12 months (this does not include EPA period)

Maximum funding: £8,000

ICA Standard EPA Fee: £1,200 per apprentice

The fee quoted is our standard fee - we can offer discounts based on the number of apprentices.

Apprenticeship occupation overview:

This apprenticeship has been designed for use in banks and building societies, but may have wider application across financial services, including life insurers.

Within these organisations there are a number of front-line roles that deal with

customers and require a high level of technical knowledge and skills across a wide range of products – these may happen in a branch, over the phone, through the Internet/social media or an operations centre that supports other areas. They may deal with individuals, businesses, or a small portfolio of accounts.

Role Profile

Typical activities could include, depending on the organisation:

- understanding customer needs and meeting those needs with the right products and services eg type of bank account/credit card/loans/insurances
- promoting new digital services to encourage customers to use these channels
- proactively calling customers to deepen relationships

- resolving complaints, and
- working with other areas of the organisation to meet customer needs.

Products within the scope of this role are core banking, savings, and insurance. Any mortgage, complex investment or other regulated product opportunities will be referred to specialists.

People within this role would be expected to demonstrate the competencies that include the following.

Knowledge

- The role their sector plays in financial services, the business they work in, the end-to-end customer experience, the company 'values', professional standards, and where their role fits in the business.
- The different areas of the organisation that they need to work with to deliver for the customer, understanding where their organisation sits in the market and its impact on/role in the local economy.
- The financial services legal and regulatory framework, together with how this applies to their role.
- Relevant risk and compliance requirements.
- The products and services offered to customers by their organisation.

- The systems, tools and processes used in the role and how these link with other areas of the business to provide seamless solutions for customers.

Skills and behaviours

- Customer relationship management
- Delivering results
- Teamwork
- Communicating & influencing
- Problem solving

Knowledge, skills and behaviours: What apprentices need to learn

The required Knowledge, Skills and Behaviours of the Senior Financial Services Customer Adviser apprenticeship standard are found on the Institute for Apprenticeships & Technical Education (IfATE) website.



Gateway Requirements

The End-Point Assessment (EPA) gateway is when the ICA checks and confirms that apprentices have met any requirements required before they start the EPA.

At the end of the on-programme training period, the training provider and employer will need to agree that the apprentice has met the knowledge, skills and behaviours required for the apprenticeship standard.

Apprentices without Level 2 English and Maths will need to achieve these prior to taking the end-point assessment. You will also need to provide evidence of passing one of the professional qualifications listed in the occupational standard.

At Gateway, apprentices must submit:

- a portfolio of evidence to be used within the professional discussion

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End Point Assessment

All apprentices must take an independent assessment at the end of their apprenticeship training to confirm that they have achieved occupational competence. Rigorous, robust, and independent EPA is essential to give employers confidence that apprentices completing an apprenticeship standard can actually perform in the occupation they have been trained in, and can demonstrate the knowledge, skills and behaviours set out in the apprenticeship standard.

EPA can only be conducted by an independent end-point assessment organisation (EPAO).

The Assessment Plan for each standard outlines the assessment methods to be used.





The Assessment Plan for each standard outlines the assessment methods to be used. The EPA for this apprenticeship consists of the following mandatory elements.

1. Portfolio of evidence

The portfolio contains evidence from real work activity by the apprentice that is likely to have been completed towards the end of the apprenticeship and will illustrate the application of the knowledge, skills, and behaviours within the standard synoptically.

It will demonstrate the application of knowledge and competence in the work environment. It will also draw on the apprentice's learning record created during the apprenticeship.

The types of evidence may include written work, small projects, performance review information, workplace observations, case studies, learning record entries, development plan content, emails, customer comments, etc. There are likely to be several types of evidence within a portfolio, designed so that they collectively demonstrate that the apprentice has learned and synoptically applied the complete knowledge, skills, and behaviours of the standard. The portfolio should cover the majority of the standard.

2. Professional discussion

The professional discussion is a structured interview between the apprentice and the ICA Assessor, focusing on the softer skills of the standard (e.g., verbal communication), exploring what has been produced in the portfolio, how it has been produced and how well they are performing in their role.

This enables the assessment as a whole to cover the broad range of knowledge, skills and behaviours.

The purpose of the professional discussion is to:

- explore evidence for areas of the standard that are best done face-to-face
- clarify any questions that the Assessor has about the evidence submitted in the portfolio
- discuss how the apprentice has progressed in their role, what they have done and their approach to work, and
- provide the basis for the Assessor to make the decision about the grade to be awarded.

The combination of these two assessment methods builds a cumulative picture of performance against the standard. They require apprentices to demonstrate the application of knowledge, skills, and behaviours in an integrated manner to deliver the required outcomes, enabling the Assessor to make a holistic judgement about how well the apprentice meets or exceeds the relevant Standard.

Full information regarding the assessment methods is provided within the ICA Assessment Handbook for this EPA.

Grading

Each assessment will be carried out independently, and all assessment components of the EPA must be passed in order to attain an overall pass grade.

The overall EPA will be graded Fail, Pass, or Distinction based upon the performance across the two assessments.

Independent assessors will individually grade each assessment method – distinction, pass or fail.

To achieve an overall EPA 'pass', the apprentice must achieve a pass in both assessment methods.

The Distinction is designed to recognise the small proportion of apprentices who are seen as being outstanding, who regularly go beyond what is required to be competent in the role and are seen as having greatest potential for the future.

Results and Certification

Following the EPA, ICA will issue an EPA result letter and grade notification and apply to the Education and Skills Funding Agency (ESFA) to produce the final apprenticeship certificate.

Get in touch to discuss your EPA service requirements





End Point Assessment Organisation (EPAO)

Get in touch to discuss your EPA service requirements

Email epa@int-comp.org, call us directly on +44 (0) 121 362 7503, or complete the form at www.int-comp.org/epao to request a same day call back from the EPA Team.

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