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Customer service advisor : job description

Customers are the lifeblood of any business; if customers are not happy with the service they are receiving, they are going to look elsewhere. As a result, those working in [customer service advisor jobs](#) have a hugely important role to play in the success of the company they work for.

These individuals typically interact with the business' customers in order to address their concerns, solve their problems wherever possible and ensure that they are satisfied with the service they receive. They may also have a direct role in making sales, for instance by persuading customers who are dissatisfied with an item to upgrade rather than returning it for cash.

This article will explain the various customer service positions that are available in detail - if you'd like to know about how much you could earn, read this article on [customer service advisor salary expectations](#).

Key skills for customer service advisor jobs

The key skills needed by customer service advisors include the following:

- Good telephone manner, including clear speech, the ability to understand people with speech impediments and unusual accents, and excellent manners.
- Persuasiveness, with the ability to soothe unhappy customers and to persuade them to retain services or make further purchases.
- Administration, for note taking, report writing and keeping track of multiple tasks at once.
- I.T., for interacting with call handling technology, databases and other computer software, plus the ability to adapt quickly to new systems.
- Extensive knowledge of the area the business deals with and the ability to absorb new information quickly to keep up with changes.

Advisors in this role also need to be patient and good at working under pressure. It's a position that suits naturally positive people who enjoy making others' lives easier, and it will also appeal to those who enjoy problem solving.

Day to day responsibilities

On a day-to-day basis, customer service advisors are likely to be required to deal with a variety of customer requests and provide assistance to help individuals resolve any

problems they are having. They will work over the phones, or by email, although many retail businesses also employ customer service advisors to work in store.

It is essential for customer service agents to have great communication skills, be problem solvers, and to enjoy interacting with other people on a regular basis. Customer service advisers are increasingly required to work across a number of different channels, from the phone right through to social media and instant chat, and having excellent written communication skills is very important.

Many customer service roles also involve some selling or cross selling to encourage customers to spend more or to stay loyal to the company. The primary aim of those working in customer service teams is to leave customers with a good impression of the company, regardless of whether they are able to resolve the customer's problem. For example, a customer who feels let down by the product they have received can still leave the interaction with a positive impression of the company if they receive high-quality customer service. This will increase the chances of the customer staying loyal.

Other important information

Variations in the role

Customer service roles can vary greatly, depending on the nature of the business. Telecommunications companies, for example, frequently employ large customer service teams to work in an intensive call centre environment to help customers to resolve problems and get the most out of their mobile phone services.

As another example, many technology companies will run customer service departments that are designed simply to help customers who are having problems with their products or who need assistance to understand how to operate them. These roles are purely advisory and are designed to build customer loyalty and satisfaction levels; such roles have no selling attached to them.

Further to this, some large shops and boutiques have customer service advisors on the premises to help customers with things like choosing the right sound system for their needs, picking out the right designer outfit or choosing the perfect wedding ring for a romantic proposal. This enables them to place specialist knowledge and experience at the customer's disposal.

Salary

Salaried customer service advisors can expect to start out on around £12,000 to £17,000 per annum, rising to around £22,000 as they acquire more experience. Many companies also offer bonuses, which may be related to the performance of the individual worker or that of the team. Some advisors receive commission bonuses for their work, and others work solely on commission, usually averaging a higher rate of pay per hour but with no guarantees.

Advisors with specialist expertise – for instance, in technical support issues or in accident law – can expect to earn higher than average rates of pay. People who speak

more than one language fluently are in high demand and can therefore command good wages.

Hours

Whilst some are in nine to five jobs, many customer service advisors work on a shift basis in 24-hour service centres. Most of these operate in three shifts, with one running nine to five, one from five until 1am and another from 1am until 9am; employees may be on fixed shifts or may be allotted different ones at different times, usually with the option of swapping with colleagues if necessary. It's usually easy for employees who want to make a bit of extra money to arrange overtime. There are also a lot of part time positions available in this role. Some employers now offer a home working option, making this a practical option for people with care responsibilities and those whose disabilities or health problems make it difficult for them to get around.

Opportunities for progression

In general, the larger the company, the larger the customer service team that is required. The biggest companies tend to have very large customer service departments, meaning there is ample opportunity for ambitious individuals to progress in this career choice.

Excellent customer service executives will be able to earn promotions to line manager positions and perhaps eventually to departmental management positions. In addition, there are many overlaps between customer service and marketing and account management positions, meaning that many individuals cross between the different departments as their careers develop and progress.