



**Hull Business Training Centre**  
*Improving Futures*

# CUSTOMER SERVICE

# WHAT IS IT?

This Apprenticeship teaches you the skills to provide excellent customer service, and can be applied to hundreds of job roles across many different sectors, from government to telecommunications. However, most customer service apprentices work in retail, financial services, call centres, hospitality, or sport and recreation.

Good customer service is key to the success of any business or organisation. It's one of those useful skills that's found all over the place and covers all the extras that make a customer's experience better.

As a customer service apprentice, you'll probably work at the front end of an employer's business activities and regularly assist customers. Duties will vary between sectors, but in most cases you'll be making sure that customers are dealt with in a positive, reliable and pleasant way – whether that's by offering advice, answering questions or handling complaints.

To properly assist customers, you'll need clear and up-to-date knowledge of your organisation's products and services. You'll also need to be able to communicate with all sorts of people.

Completing this Apprenticeship is a way of providing evidence of skills that will serve you well in virtually any industry – so it's a very good way to move forward, even if you're still undecided about your future career.

# EXAMPLE JOB ROLES

## Intermediate Level Apprenticeship

- Customer Service Trainee/Assistant
- Telesales Advisor
- Sales and Support Apprentice

## Advanced Level Apprenticeship

- Customer Service Manager
- Customer Relations Co-Ordinator
- Sales Team Leader



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