

Subject Areas: PSHE, Maths, English, ICT, Business Studies

Careers Education

Discussion Topics

- Why is it important that customers receive good service?
- Importance of team work
- How can peer learning be beneficial for employees and employers
- The possibility of working anti-social hours within Customer Services
- Discuss the value of work experience
- The importance of language skills in customer services?
- Compare the customer service skills needed in different work environments

Clips

- All clips
- All clips
- Assistant Innkeeper
- Diary Administration Officer
- Airport Customer Service Host
- Assistant Innkeeper
- Museum Front of House
- Tourist Information Centre Assistant
- Airport Customer Service Host
- Reception Supervisor
- Dairy Administration Officer

Personal Learning and Thinking Skills

- Watch the interviews and note down observations of the interviewees
- In pairs, students prepare a re-enactment of their chosen clip
- Students should display the skills and aptitudes they have seen in the clips
- Allow time for students to feedback to their peers
- Students reflect on their feedback, recognising their strengths and areas for improvement

Useful links

Institute of Customer Service:
www.instituteofcustomerservice.com

National Curriculum Level Key Concepts

Core Subject

Maths 1.3 Applications and implications of mathematics

“Understanding that mathematics is used as a tool in a wide range of contexts.”

English 2.1 Speaking and listening

“present information and points of view clearly and appropriately in different contexts, adapting talk for a range of purposes and audiences, including the more formal.”

ICT 1.2 Communication and collaboration

“use a range of ICT tools to present information in forms that are fit for purpose, meet audience needs and suit the content.”

Clips

- Assistant Innkeeper
- Museum Front of House
- Airport Customer Service Host
- Tourist Information Assistant
- Technical Support Advisor

Technical Support Adviser [M022]

Phil (21) is an adviser on a mobile phone support team at a call centre. He has to be able to talk callers through their technical problems without using jargon. He can be under pressure when the call centre is busy or when he is dealing with a distressed caller but work conditions are fun and there are strong career incentives. He discusses the importance of being a team player but also being able to work independently. 4'07"

Further information

Phil's employer: www.virginmobile.com

Customer Contact Association:
www.cca.org.uk

IT Diploma website: www.e-skills.com

Phil's Qualifications

A Levels:
English

Skills suited to this role

Good communicator
Polite telephone manner
Calm
Ability to listen

Reception Supervisor [M086]

Lee (24) manages the reception team at Urban Retreat, a prestigious salon in Harrods. Excellent customer service skills and a professional manner are essential. It is also important for him to be fully aware of the range of treatments so he can discuss them with clients. As a supervisor he is responsible for managing staff, organising rotas and other admin responsibilities. Lee began working for Urban Retreat on the telesales team. 4' 50"

Further information

Lee's employer:
www.urbanretreat.co.uk

Council for Administration:
www.cfa.uk.com

Lee's Qualifications

GCSEs

Skills suited to this role

Good communicator
Quick thinker
Polite telephone manner
Good listener

Assistant Inn Keeper [M095]

Will (23) is assistant manager at a large inn located near a popular tourist attraction. It is his first job since graduating from university and as well as the usual work involved at front of house he is being trained up to take responsibility in the absence of his manager. He enjoys working with people and not being stuck at a desk. Spontaneity and people skills are essential aspects of the job. 5'53"

Further information

William's employer:
www.spreadeagleinn.com

Institute of Hospitality:
www.instituteofhospitality.org

William's Qualifications

Degree:
BSc Hospitality Management

Skills suited to this role

Good communicator
Calm
Quick thinker

Diary Administration Support Officer [M100]

Radeea (21) works at Job Centre Plus helping with the administration of appointments and reception duties. She needs good communication skills and to enjoy working as part of a team. Prior to joining JCP she went on a Customer Service Programme organised by the Prince's Trust. She would like to train to be a Personal Adviser. 5'27"

Further information

Radeea's employer: www.dwp.gov.uk

The Prince's Trust: www.princes-trust.org.uk

Public Services Diploma:
www.publicservices.co.uk

Radeea's Qualifications

AS Levels:
English, Media Studies, Sociology
and Psychology

Skills suited to this role

Good communicator
Polite telephone manner
Calm

Senior Tourist Information Centre Assistant [M103]

Emma (26) divides her day between helping visitors at the city's Tourist Information Centre and doing administration work behind the scenes. Her responsibilities include updating the website, booking accommodation and producing listings for the What's On guide. She interacts with the public every day and emphasises the need for excellent customer service. Foreign languages are helpful but not essential. 4' 30"

Further information

Emma's employer:
www.visitwiltshire.co.uk

Institute of Travel & Tourism:
www.itt.co.uk

Emma's Qualifications

Degree:
International Tourism

Skills suited to this role

Good communicator
Assertive
Computer Literate

Customer Service Host [M107]

Zoe (19) really enjoys working with the public at a regional airport though the shift system means she has to start very early. Most of her day is spent helping passengers. She may be meeting them off flights, tracing lost luggage, assisting at security checks or administering First Aid. She also undertakes daily H & S checks of public access areas at the airport and liaises with security. 5' 45"

Further information

Zoe's employer:
www.bristolairport.com

Careers in Passenger Transport:
www.careersinpassengertransport.org

Zoe's Qualifications

A Levels: English, History and
Maths

Skills suited to this role

Good communicator
Team player
Assertive
Quick thinker

FRONT OF HOUSE ASSISTANT [M119]

Daniel (26) works at a museum on Hadrian's Wall. He looks after visitors, gives guided tours, helps with basic maintenance and the setting up of exhibits, and takes his turn as duty officer. Because he had always enjoyed history at school he applied for work experience at the museum. When he left school they recommended he took a course in Customer Service. They then gave him a two-year apprenticeship and subsequent promotion to his current role. 5'30

Further information

Daniel's employer
www.twmuseums.org.uk

Association of Independent Museums
www.aim-museums.co.uk

Nicholas's Qualifications

GCSEs including History

Apprenticeship

NVQ: Customer Service Level 2

Skills suited to this role

Confident
Good Communicator
Team Player
Enthusiasm

Careers4u.tv is a completely independent careers library featuring interviews with young employees, apprentices and entrepreneurs who have been filmed within their workplace.

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Careers in Science, Technology, Engineering and Mathematics

This DVD contains interviews within a range of industries and aims to inspire students to study the four STEM subjects.

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