

# Careers in Retail

## Customer Services

The choice of careers in retail is wide and varied. There are opportunities in shops of all sizes and product mix and behind the scenes in the warehouse, head office and support departments like human resources, merchandising, IT, customer service and finance.

### Customer Services Advisor

Many stores now have a dedicated Customer Service Advisor or customer service desk. In some cases there will be a remote customer service centre that the customer can contact by telephone or e-mail.

The role of Customer Service Advisor is challenging as they often have to deal with unhappy customers who have problems or complaints. Their role is to smooth the situation over and resolve the problem as quickly and effectively as they can.

The Advisor needs to know the products and services of the organisation, the customer's legal rights and the company policy for complaints and returns.

An effective Customer Service Advisor will be a good negotiator and have the ability to gauge how far they are able to go for the customer in terms of allowances. They have to balance the needs of the customer and the organisation when resolving problems.

The Customer Service Advisor has to be an excellent communicator and have the ability to recognise customer feelings and to adapt their own responses. They need to be calm and polite in conflict situations and to act on feedback in order to improve systems and procedures.

Most retail organisations use Information Technology for returns and repairs so Customer Service Advisors need to be computer literate.



### Routes to entry:

Most organisations will initially be looking for GCSE qualifications or equivalent.

**However life experience, energy, enthusiasm, excellent communication skills and a sympathetic manner** are equally as important.

### Useful links:

[www.lsc.gov.uk](http://www.lsc.gov.uk)  
[www.skillsmartretail.com](http://www.skillsmartretail.com)  
[www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)  
[www.connexions-southcentral.org](http://www.connexions-southcentral.org)

### Check out these sites for careers in retail.

[www.retailrecruitment.net](http://www.retailrecruitment.net)  
[www.retailmoves.com](http://www.retailmoves.com)  
[www.camcity.co.uk](http://www.camcity.co.uk)  
[www.inretail.co.uk](http://www.inretail.co.uk)  
[www.retailcareers.co.uk](http://www.retailcareers.co.uk)  
[www.graduatetoretail.org](http://www.graduatetoretail.org)  
[www.doctojob.com](http://www.doctojob.com)  
[www.thebigchoice.com](http://www.thebigchoice.com)

### Freephone

Call the Retail Career line for advice and guidance on training and careers in retail on **0800 093 5001**

### e-mail

[contactus@skillsmartretail.com](mailto:contactus@skillsmartretail.com)