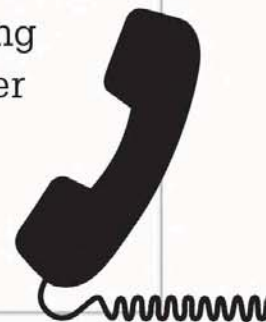




CUSTOMER SERVICE MANAGER

JOB DESCRIPTION

The experience of buying products or using services is enhanced by impressive customer support. A customer service manager works for an organization to ensure that its clients are satisfied. Leading a dedicated team, managers handle customer queries, offer product advice, and resolve complaints. Senior managers help develop a company's policies and procedures.



SALARY

Customer service assistant ★★★★★
Experienced manager ★★★★★

INDUSTRY PROFILE

Many opportunities available across a wide range of organizations • More jobs resulting from the growth in online retail • Customer service skills in high demand • Target-driven work

CAREER PATHS

Most people begin their careers as customer service assistants, learning on the job by dealing directly with clients. With experience they can progress into supervisory and then managerial roles. Customer service managers are employed in businesses such as retail, telecommunications, and financial services, as well as in government roles.

ASSISTANT You can begin your career as an assistant without a college degree. Employers will provide training on products and services, as well as on customer service procedures and protocols.

GRADUATE If you have an undergraduate degree in a subject such as business or management, you can start as a trainee customer service manager with a large corporation.



SENIOR CUSTOMER SERVICE MANAGER Develops policies, procedures, and staff training programs to improve customer service standards across the business.



CUSTOMER SERVICE MANAGER Experience is crucial if you want to move up the ladder in your organization. In bigger companies, you can progress into one of several specializations or move up into a more senior role.

SKILLS GUIDE



Communication and motivational skills are necessary to deal with both customers and colleagues.



Good team-working skills, to work closely with customer service agents and keep them happy and driven.



The ability to lead and inspire staff to get the best out of them, and also reflect well on the company.



Genuine understanding and empathy to resolve a range of customer queries and problems.



Excellent organizational skills and the ability to manage staff and high volumes of caller queries.



Great problem-solving skills, as the job depends on effective responses to various customer complaints.



CUSTOMER SERVICE ASSESSOR

Trains and develops staff who are new to the customer service role. Assessors use training techniques to ensure that candidates reach the required standards of work.



BUSINESS MANAGER

Influences strategic business decisions based on customer satisfaction in order to increase sales. They work as part of the senior management team.

AT A GLANCE



YOUR INTERESTS Business studies • Administration • Retail • Customer care • Information Technology (IT) • Psychology • Communications



ENTRY QUALIFICATIONS An undergraduate degree in business or management isn't required but can boost your chances of landing a job.



LIFESTYLE Customer service managers work regular hours. Shift work is sometimes necessary to cover evenings and weekends.



LOCATION You will work mainly in an office. Out-of-town call centers are becoming common as they are cheaper to run than city offices.



THE REALITIES The industry is driven by meeting quality targets. Though irate clients can be frustrating, it is satisfying to resolve their problems.

▼ RELATED CAREERS

- ▶ **HUMAN RESOURCES MANAGER** *see pp. 80–81*
- ▶ **HOTEL MANAGER** *see pp. 304–305*
- ▶ **CALL CENTER MANAGER** Oversees day-to-day running of a call center, where operators answer customer inquiries via telephone, email, or online chat. Managers organize the staff, explain their duties, and set their targets.
- ▶ **OFFICE MANAGER** Organizes and supervises administrative and IT tasks to ensure the smooth running of an office.
- ▶ **RETAIL MANAGER** Runs shops and department stores, while also managing staff. They have strong commercial skills and use displays and pricing methods to maximize revenue.