

Customer Interface and Sales

Customer Interface and Sales is an important part of any business. Customers need to know who a company is, what it does and what it can do for them.

The types of role commonly found in a financial institution, like a building society, include:

- Customer Service Advisor (in branch)
- Customer Services Manager
- Bank or Building Society Manager
- Call Centre Operator

Customer Service Advisor

This person is the first point of contact for customers. Their main duties include advising and assisting customers, taking and making customer account payments (in cash and electronic form), helping with different types of applications (such as loans, account applications, etc.) as well as dealing with enquiries.

They might work as a cashier within the branch or have a more specialised role such as dealing with personal loans. Advisors need to be fully aware of all the products and services offered if they are going to be able to advise customers about what is their best option.

Salaries start at around £14,500 for a Customer Service Advisor.

Customer Service Manager

This person is responsible for the customer service team. Both advisors and operators will have someone that they report to and this role involves managing the team and ensuring they have the right level of training and support to do their jobs.

With experience salaries can reach up to £45,000 a year.

Bank or Building Society Manager

This person is responsible for the day-to-day running of the branch and their duties include recruiting and managing staff and promoting key products.

Salaries can reach up to £51,000 or more depending on the type of financial institution that you work for.

Call Centre Operators

Answer customer queries and deal with applications for certain products (e.g. loans, certain accounts, etc.) by telephone and email. Whilst their duties are similar to those of an in-branch advisor, call centre operators would more commonly deal with complaints and queries instead of day-to-day banking issues such as taking payments, which would be dealt with in-branch.

Salaries range from between £15,500 - £20,500.

Employability SKILLS

There are a number of skills needed to work in the Customer Interface and Sales department, including:

- A good understanding of the needs of the business
- The drive to offer excellent customer service
- Excellent communication and people skills
- Good computer and administrative skills
- The ability to work well under pressure, taking a calm and polite approach to difficult situations.