



CUSTOMER SERVICE APPRENTICE – CUSTOMER CONTACT CENTRE

Job Description and Person
Specification April 2025

The Wrekin
Housing Group

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Customer Service Apprentice (Customer Contact Centre)

Responsible to: Senior Customer Executive

Job Purpose:

- Develop skills and knowledge in customer services through a customer service apprenticeship
- Support the delivery of housing and repairs services to customers by working collaboratively with colleagues within the customer contact centre and reception team and wider organisation
- Build essential competencies in customer service to enhance the delivery of contact centre and reception services and be an advocate of our services to customers

What you will gain:

- On-the-job training and mentorship from experienced professionals
- A recognised qualification in specialist customer service
- Practical experience in a real working environment, developing key skills in a contact centre and reception environment, delivering services through telephony and non-telephony methods
- An understanding and experience in delivering housing services to customers, such as maintenance, income collection and housing management services
- Experience in understanding customers individual needs and tailoring your service approach to deliver services within the social housing sector
- Experience working with a supportive and welcoming team that values compassion, collaboration, and is committed to delivering excellent housing services to customers

Key Responsibilities:

- Support the customer contact centre and reception team to deliver customer focused services
- Putting customers at the heart of the service you provide, being enthusiastic yet professional in communication to customers and colleagues, demonstrating the values associated with excellent customer service
- Be adaptable, flexible and open minded to customers needs, tailoring your service to customers individual requirements and taking ownership of customers satisfaction
- Understanding the customer journey for the services provided through the customer contact centre and reception, being able to critically evaluate these services where required in order to improve the service and satisfaction of our customers
- Be an ambassador for great customer satisfaction, identifying where service falls short of this and communicating recommendations for improvement where necessary
- Manage challenging and more complicated situations effectively whilst maintaining a positive relationship even when you are unable to deliver the customers expected outcome, escalating cases as required
- To accurately record communications with customers using the ICT systems available to you
- To manage all information received sensitively and confidentially and in line with GDPR legislation, identifying where breaches may have been made

- Support the customer contact centre and reception team with document management and administration tasks as required
- Ensure that you and your colleagues are working safely and comply with all aspects of health and safety relating to your area of work

Person Specification

Customer Service Apprentice (Customer Contact Centre)

Qualifications:

- Minimum of 2 GCSEs grade 4 and above in English and Mathematics or the equivalent is essential (Grades A-C)
- In order to complete this apprenticeship, you will be expected to complete an initial assessment in Maths and English to ensure you are at a suitable level to work towards this qualification
- Excellent written and verbal communication skills
- Experience within a customer focused environment paid/ voluntary is desirable

Skills, knowledge, and experience:

No prior experience is needed—just a positive attitude and a willingness to learn! We are looking for someone who has:

- Passion for customer service and delivering exceptional solution-oriented services
- A Positive open-minded attitude
- Strong listening and communication skills
- Excellent IT skills with the ability to accurately record details from customers during telephone conversations
- Effective team working skills, promoting great communication and team work at all times maintaining a true team spirit
- Great organizational skills and is able to manage a workload efficiently while working under pressure
- Commitment to your own personal development and success within a customer services environment

Competencies to achieve:

- Supports and shares information with team colleagues, actively participating in decision-making and problem solving to improve services
- Assists in identifying problems, offering appropriate ideas to resolve them and displaying a 'can do' approach to work tasks
- Plans individual work tasks to meet deadlines. Keeps manager and other involved parties informed of progress
- Demonstrates judgment and the ability to contribute to decision-making at a local level. Seeks advice and information when appropriate
- Is aware of main company objectives, demonstrating flexibility in task management and priorities as required. Contributes ideas to facilitate change and improve services