A Customer Service Representative, or Customer Service Associate, is someone who is hired to help customers with questions, complaints, concerns, or any issues that they might have with a product or service.

The role of a Customer Service Representative is to help customers understand the products and services being offered by a company. They answer inquiries by phone, e-mail, web chat, or social media. A Customer Service Representative also handles concerns, complaints, or other issues. Their job is to help ensure customer satisfaction. Customer Service Representatives also help promote continued customer interest in the company’s products or services.

Handle customer complaints by providing solutions, often within a time limit to ensure the customer is satisfied.

Learn to identify customer needs or desires in order to recommend the appropriate product or service.

Learn the software systems used by the company to be able to communicate effectively with incoming inquiries.

Keep a record of incoming inquiries to be able to reference at a later date.

Be able to process orders, forms, applications, or requests.

Work with colleagues when necessary to resolve customer complaints.

Provide feedback to other departments to help improve sales, marketing, and business processes.

Learn about the products inside and out to be able to answer any questions from customers

Communication skills like a pleasant demeanour and ability to work with multiple personalities

Attention to detail to be able to provide written communication to customers that free of spelling or grammatical errors

Patience to be able to stay calm in an intense environment

Ability to multitask since some tasks will require a Customer Service Representative to communicate with multiple customers at one time

Strong organizational skills to be able to keep up with various customer needs and conduct follow-ups in a timely manner

Adaptability and flexibility in order to deal with different customers and needs in a short period of time

Leadership skills like being able to help lead or manage a team of other Customer Service Representatives