

Labour Market Information

Customer Service Sector



Sector Overview

Industry
Customer Service and Sales / Account Management
Local Focus
Walsall, Black Country and Birmingham
Key Areas
Call centres, retail support, helpdesks, online customer service, complaints handling, service coordination
Current Outlook
The customer service sector remains a key employer in Walsall, with continued demand in retail, financial services, logistics and healthcare. Growth in digital channels and remote support roles is creating new opportunities in both public and private sectors.

Key Job Roles and Entry Points

Entry-Level	Mid-Level / Skilled Roles	Advanced / Specialist
Customer Service Assistant	Customer Service Supervisor	Contact Centre Manager
Call Centre Agent	Complaints Handler	Customer Experience Manager
Retail Assistant	Team Leader (Contact Centre)	Service Delivery Manager
Receptionist / Front Desk Agent	Customer Support Specialist	Client Relationship Manager
Apprentice (Customer Service)	Helpdesk Advisor	Quality Assurance/Training Lead

Qualifications and Training

Role Type	Typical Qualification / Courses
Entry Level	Level 1-2 in Customer Service, Functional Skills (English/Maths), Customer Service Apprenticeships
Skilled Roles	NVQ Level 2-3 in Customer Service or Business Admin, Level 3 Certificate in Contact Centre Operations
Advanced	Level 4-5 Diplomas in Leadership & Management, Customer Experience Certification, CRM System Training

Local Providers in Walsall

- Walsall College
- Nova Training
- Online providers: The Skills Network, FutureLearn, OpenLearn

Local Employers in Walsall

Employer	Roles Available	Contact
RAC	Contact Centre - Telephony	speate@rac.co.uk www.rac-careers.com
B&M Stores	Retail Assistant	employability@bmstores.co.uk careers.bmstores.co.uk
Apcoa	Civil Enforcement Officers	Darren.Beech@apcoa.com careers.apcoa.co.uk

Pathways



Salary and Progression Information

Role	Typical Pay in Walsall
Customer Service Assistant	£19,000 – £22,000
Call Centre Agent	£20,000 – £25,000
Customer Support Specialist	£23,000 – £28,000
Team Leader / Supervisor	£28,000 – £34,000
Contact Centre / Client Manager	£35,000 – £45,000+

Strong interpersonal skills and performance-based progression are key. Advanced digital and CRM (Customer Relationship Management) skills are increasingly important for career development and earning potential.

Current Opportunities and Growth Areas

- Steady demand in call and contact centres, especially in finance, retail, and logistics
- Increased use of live chat and remote support services due to digital transformation
- Retail recovery and hybrid customer service roles growing post-pandemic
- Employers value multi-channel communication skills (email, phone, chat, video)
- Customer service apprenticeships offer accessible entry points for young people and career changers

Tips for Progression

- Start with a Level 2 Certificate in Customer Service or a short online training course
- Improve your communication, IT, and organisational skills
- Learn to use CRM systems such as Salesforce or Zendesk
- Gain feedback and develop problem-solving and conflict resolution abilities
- Apply for apprenticeships to combine paid work with accredited learning
- Seek out mentoring, shadowing, or secondments to move into team leader roles

Useful Links and Contacts

- [Institute of Customer Service](#) – Industry Standards and Training
- [National Careers Service](#)
- Walsall College Customer Service Courses: www.walsallcollege.ac.uk
- [The Skills Network](#) – Online Customer Service Training
- [FutureLearn](#) – Business and Communication Skills

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