



Lesson insert

Overview

An activity using myworldofwork.co.uk to link the study of Business Management and the topic of customer satisfaction to possible careers.

Objectives

As part of a wider lesson, this lesson insert intends to:

- Encourage pupils to research careers related to customer satisfaction
- Make a link between how a business goes about satisfying customers and the role of a customer service assistant

My World of Work activity (20mins)

- Arrange pupils in groups of two or three
- Go to myworldofwork.co.uk
- Go to [my career options/I have a career in mind](#)
- Search for roles in customer service
- Optional: Show the video of Lori in **People behind the job in the** customer service assistant job profile
- Ask pupils to research one of the jobs and complete the job research sheet

Connect the learning (in the wider lesson)

- Discuss the importance of customer satisfaction to an organisation
- Pupils should report back on how customer service jobs help an organisation with customer satisfaction

Review and reflect (5mins)

- Ask pupils to consider the key skills required for jobs in customer service and how they can develop these skills inside and outside of school
- Homework: Ask pupils to read the People behind the job stories and review the pathways people have taken to get into these jobs

Social studies

Business Management

Customer satisfaction

Resources

- Computers or tablets with internet access
- Job research sheet

My World of Work links

Job profiles

[Customer service adviser](#)
[Post office customer service assistant](#)
[Banking customer service adviser](#)
[Airline customer service agent](#)
[Call centre operator](#)

Modern Apprenticeships

[Customer service](#)
[Providing financial services](#)
[Hospitality](#)

Curriculum links

Suitable for S2 or S3 pupils studying:

Business Management - BGE

Experiences and outcomes

LIT 3-29a I can persuade, argue, evaluate, explore issues or express an opinion using a clear line of thought, relevant supporting detail and/or evidence.

TCH 3/4-04a Throughout my learning, I can make effective use of a computer system to process and organise information.

Career Education Standard (3-18)

Supports entitlements set out in the [Career Education Standard](#) for young people to:

- Experience a curriculum through which they learn about the world of work and job possibilities and which makes clear the **strengths** and **skills** needed to take advantage of these opportunities
- Know where to find information and access support making effective use of online sources such as [My World of Work](#)
- Develop [Career Management Skills](#) as an integral part of their curriculum



Job research

**Careers linked to:
Customer satisfaction**

Log into the computer and go to myworldofwork.co.uk

Go to [my career options/I have a career in mind](#)

Search for a job in customer service and answer the following:

What is the job title?	
What are the main duties of this job?	
What are the skills required?	
What qualifications do you need?	
What have you learned in your school subject that might be useful in this job?	
How does this job help an organisation with customer satisfaction?	
