



Customer Service Skills Qualification

Recently developed by Seafish following a successful pilot programme in parts of the UK, the Customer Service Skills qualification aims to raise standards of customer service in fish and chip shops.

What is it?

Our Customer Service Skills qualification has been developed in collaboration with the National Federation of Fish Friers. It is a unique bite-sized qualification that covers all the skills in serving fish and chips.

Who is it for?

Candidates must already be working in a fish and chip shop or restaurant. The qualification will help those wanting to become counter assistants, waiters or waitresses, those starting up a new business and experienced staff wanting formal recognition for their skills/knowledge.

How does the qualification work?

After registering for the qualification candidates receive two self-study workbooks. These allow the candidate to learn where they like, when they like and at a pace that suits them.

Upon completion of the workbooks, we arrange for a Seafish-approved assessor to visit the candidate in the workplace at an agreed time to conduct a formal assessment, which typically lasts 3 hours.

The assessment comprises a multiple choice examination paper and observation of the candidate completing a number of practical tasks.

The activities covered by the qualification are customer service, food hygiene and health & safety.

When a candidate achieves the required standard, they receive a certificate, which is jointly endorsed by Seafish and the National Federation of Fish Friers.

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What are the benefits?

The benefits are:

- better trained staff;
- reduction in customer complaints;
- effective food portion control;
- improvements in staff morale;
- positive publicity for your business;
- better financial returns for your shop/restaurant.

Real Life Success

Anne Wallace, director of Taylor's in Stockport encouraged one of her staff members (Kim Farrell) to register for the qualification. Anne says "The qualification is an excellent development tool, which allows the candidate to understand how and why they complete certain tasks. Having better trained staff leads to an increase in your shop's turnover."



Kim Farrell being presented with her Customer Service Skills certificate by Seafish Training Manager, Simon Potten.

For further information about the Customer Service Skills qualification and an application form, please contact Seafish Training on 01482 327837 or email training@seafish.co.uk