

LCLM4005

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REFLECTIVE ESSAY

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Comparison of Key Skills and Knowledge in the Customer Assistant Job Advert

In this reflective essay I have chosen four job adverts for Customer Assistant sector.

Job Advert 1

Buzz Limited Company <https://www.caterer.com/job/customer-assistant/buzz-group-limited->

As a customer assistant at Buzz Limited Company the focus is to help and care about its customers. The requirements are:

- Build rapport and relationships with Customers. Good communication
- Be flexible on tasks across all areas of the Club from front of house, book sales, treasury, machines, the bar area and kitchen including, general housekeeping throughout the Club, checking the toilets and ensuring presentation is always to a high standard
- Support with other duties as requested by the line manager

Job Advert 2

Lakeside stores <https://uk.indeed.com/q-supermarket-assistant-l-birmingham-jobs.html?vjk=679c4766d2fb3116>

This store Assistant responsibilities are:

- Maintaining a clean and organised sales floor
- Stocking shelves and merchandising products
- Serving customers on a till with accuracy
- Greeting and assisting customers
- Handling deliveries.
- General cleaning duties

Job Advert 3

Customer Assistant- Morrisons https://www.reed.co.uk/jobs/supermarket-jobs?gclid=3p.ds&kl_campaign=650025028&msclkid=0d0eec0aecc71983bd20851c945ef33b&utm_source=bing&utm_medium=cpc&utm_campaign=JS_NB_Acq_KD-Hospitality-

For this job role as a Customer Assistant is as a night role therefore the responsibilities are as follows:

- **Helpful and friendly approach**
- **Need to be 18 or over**
- **Enjoys staying active and being hands-on**
- **Works well in a busy, structured environment**
- **Comfortable using equipment safely and following hygiene processes**
- **Loves to help support our customers and resolve their queries**

Job Advert 4

Store Assistant Aldi

<https://uk.indeed.com/cmp/Aldi/jobs?jk=e4fad5ffea90f7d1&q=Customer%20Assistant&l=&start=0>

“At Aldi, you'll never find yourself bored and twiddling your thumbs on the till as a Store Assistant. In fact, time will fly by.”

Responsibilities are as follows:

- Provide excellence customer service
- Good communication skills
- Checking off deliveries
- Ensure shelves are fully stocked
- Maintain hygiene standards

From the analyses I made of the above job adverts, I have discovered there are 4 key skills and knowledge are; customer service, good communication, flexibility and maintain the work areas clean.

According to Rushana(2022) the importance of effective communication can not be overstated. The ability to communicate effectively is one of the most important skills that you can possess in both your personal and professional life.

Flexibility is one of the most valued qualities in the workplace by employers and employees alike. It benefits both sides, contributing to a more adaptable, enjoyable, and inviting place to work as stated by Pete (2022)

Customer service are those activities that a company fulfils for a customer. The employees delivering the customer service is the face of the company to the customer. (Smith,2022)

According to Birt(2025) Keeping your work environment clean and organized can be essential for many businesses and organizations in helping them grow and develop.



Self-Assessment

Self-Assessment is the process of taking time to understand your own skills, strengths, interests, values and personality. This is important because it helps to understand what you can offer and what you want making your job search more effective and increasing your chances of getting a job that fits you. To carry this assessment a SWOT Analysis can be used. According to CIPD(2025) A SWOT analysis is a planning tool which seeks to identify the **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats involved in a project or organisation. It's a framework for matching an organisation's goals, programmes and capacities to the environment in which it operates.

I will be using the SWOT Framework to do a Self-Assessment

Strengths

- Strong customer service experience from previous sales assistant work, able to support and assist customers confidently.
- Excellent communication skills, developed through working with both customers and children in nursery settings.
- Teamwork and cooperation, proven by working within fast-paced retail and childcare environments.
- Motivated and reliable, with a positive work ethic and the ability to stay organised and focused.
- Business knowledge from Level 3 & 4 Business Skills qualifications, supporting professionalism and understanding of workplace processes.

Weaknesses

- May require additional training on specific store systems (e.g., tills, stock software) depending on the employer.
- Limited recent retail experience if there has been a break between jobs.
- Can be self-critical, wanting tasks to be perfect which may slow down your pace at times.
- Need to build more confidence with equipment or machinery used in some supermarket roles (e.g., pallet trucks).

Opportunities

- Customer assistant roles offer room to learn new skills such as stock control, equipment handling, and multi-tasking.
- Chance to progress within retail (supervisor, team leader, or specialist roles).
- Growing demand for flexible, reliable customer service workers increases job options.
- Your business qualifications could support future development into management or admin-based roles.

Threats

- High competition for customer assistant positions in popular locations.
- Some roles require evening, weekend, or night shifts, which may limit options depending on your availability
- Fast-paced retail environments can be physically demanding.
- Increased use of self-checkout technology may reduce the number of traditional till-based roles.

Evidence of Readiness

I am fully ready to take on a customer or Store Assistant role because of my previous experience and the skills I've built over the years. Working as a Sales Assistant has given me strong customer service skills, and I know how to communicate well with different people. My experience as a Nursery Assistant has also helped me stay patient, calm, and able to work as part of a team in busy environments.

I am motivated, reliable, and always willing to help. I can handle different tasks such as serving customers, keeping areas clean and organised, and supporting the team where needed. I enjoy staying active and I am comfortable working in fast-paced settings, which matches the demands of supermarket and customer assistant roles.

My Level 3 and Level 4 Business Skills qualifications show my commitment to learning and developing professionally. They also help me understand how businesses work and how to present myself in a professional way. Overall, I have the right mix of experience, skills, and attitude to perform well in these roles and to provide customers with a positive and helpful service.

My Employment Goals

Short term (6-12 months)

- Secure a customer or store assistant role where I can use my communication, teamwork and customer service skills to support the business and serve customers well.
- Build more confidence with new tasks, such as stock control, equipment use, and store systems, so I can work efficiently and be confident in different areas of the store.
- Improve my speed and accuracy when completing tasks like stocking shelves, handling deliveries, and keeping the store clean and organised.

Long term (12-36 months)

- Develop professionally within retail, aiming to take on more responsibility over time, such as supervising tasks or supporting new staff.
- Use my Level 3 and 4 Business Skills to understand the business better and work towards future roles that involve leadership or administration.
- Stay motivated and reliable, showing a strong work ethic and a positive attitude so I can build a good reputation in any workplace.

Personal Development Plan

Development Goal	Goal	Actions to Take	Success Measure	Time
Customer Service & Confidence	Become more confident when helping customers	• Greet customers more often • Practise clear and friendly communication • Ask for feedback from team members	Good feedback from customers and staff	3-6 months
Using Tills & Store Systems	Learn to use tills and systems confidently	• Ask for training • Shadow experienced staff • Practise on training modes if available	Serve customers independently and accurately	Ongoing

Speed & Efficiency	Improve speed with daily tasks	• Practise organising shelves quicker • Stay calm in busy periods • Ask supervisors for tip	Tasks completed faster without mistakes	Ongoing
Stock Handling & Deliveries	Build confidence with stock, deliveries and equipment	• Learn safe handling techniques • Offer to help with deliveries • Keep stock areas tidy	Confident organising and moving stock	6 months ongoing
Organisation & Multitasking	Be more organised during busy shift	• Plan tasks step-by-step • Keep workspace clean • Prioritise tasks when needed	Work completed smoothly and on time	3 months ongoing
Career Progression	Prepare for future roles like Senior Assistant	• Use Business Skills knowledge • Take on extra responsibilities • Support new staff when possible	Ready to take on more responsibility	12-36 months

A personal development plan is a structured guide that helps me understand where I am now and where I want to be in the future. It allows me to look at my strengths, the areas I need to improve, and the goals I want to achieve in my work and personal life. A personal development plan helps me stay organised and focused by setting clear steps I can follow, such as learning new skills, gaining more confidence, or improving the way I work.

This plan also helps me track my progress over time so I can see what I have achieved and what I still need to work on. It gives me a sense of direction and motivation because it reminds me of the goals I am working towards. Overall, a personal development plan is a useful tool that supports my growth, helps me improve my abilities, and prepares me for better opportunities in the future.

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Customer Assistant

Lidl  • 3.1 ★

Maybrook Retail Park Unit 1, Stratford-upon-Avon CV37 0BT

£13.00 - £13.95 an hour - Full-time

[Apply on company site](#) 

 Saved



Job Company

Profile insights

Here's how the job qualifications align with your [profile](#) .

 Skills

Customer service ▾

Job details

Here's how the job details align with your [profile](#).

Pay

- £13.00 - £13.95 an hour

Job type

- Full-time

Shift and schedule

- Weekend availability

Location

Maybrook Retail Park Unit 1, Stratford-upon-Avon CV37 0BT

