



AETHERBLOOM

Interview Preparation Guide

Walk into any interview with genuine confidence.

An interview is not a test of who you are. It is an opportunity to show what you have done, how you think, and why you are the right fit. This guide gives you the structure, language, and preparation to walk in ready.

Prepare. Practice. Show up.

1. WHAT TO EXPECT IN A UK INTERVIEW

UK interviews, particularly for customer service, administration, and business support roles, tend to follow a structured format. Understanding this structure removes the element of surprise.

Typical formats you will encounter

- Telephone or video screening: 15 to 30 minutes, usually with HR or a recruiter
- Competency-based interview: questions about past experience using structured examples
- Panel interview: two or more interviewers, common in larger organisations
- Task or assessment: may include a typing test, email drafting exercise, or role-play scenario

What UK interviewers are looking for

- Evidence: specific examples, not general statements about yourself
- Communication: clear, professional, concise answers
- Self-awareness: the ability to reflect on your own performance and growth
- Cultural fit: how you work with others, handle pressure, and treat customers

NOTE

Remote and UK-facing roles often include an additional focus on how well you communicate in writing, how you manage your time independently, and how you would represent a UK business to its customers.

2. THE STAR METHOD

Most UK interviews use competency-based questions, questions that begin with "Tell me about a time when..." or "Give me an example of...". The STAR method is the most effective way to answer them.



S SITUATION

Set the scene briefly. Where were you, what was your role, and what was the context?

T TASK

What was your specific responsibility in that situation?

A ACTION

What did you do? Focus on your individual contribution, not the team's.

R RESULT

What was the outcome? Quantify it where possible.

STAR in practice

"Tell me about a time you had to deal with a difficult customer."

WEAK ANSWER

I always stay calm with difficult customers and try to help them. I am good at staying patient.

STAR ANSWER

In my previous role handling inbound complaints for a financial services company, a customer called in extremely frustrated after being charged twice for the same transaction. I listened without interrupting, apologised, and escalated to our billing team while keeping the customer on hold for no more than two minutes. I resolved the issue in the same call and followed up the next day to confirm the refund had been processed. The customer left a five-star review and mentioned me by name. My manager used the call as a training example.

3. QUESTIONS YOU SHOULD PREPARE FOR

These come up in almost every interview for customer service, administration, and business support roles. Prepare a STAR answer for each one.

About you and your experience

Tell me about yourself.

Keep this to two minutes. Cover: current or most recent role, a key strength, and what you are looking for next. This is not your life story, it is your professional pitch.

Why do you want to work here / in this role?

Do your research before the interview. Reference something specific about the company or the role, not just that you "want a new challenge".

What is your greatest strength? And your greatest weakness?



For strengths: pick one, back it with an example. For weaknesses: pick something real but manageable, and always follow with what you are doing to address it.

Competency questions

Tell me about a time you had to prioritise multiple tasks at once.

Give me an example of a time you went above and beyond for a customer.

Describe a situation where you had to deal with a difficult colleague or conflict at work.

Tell me about a time you made a mistake. How did you handle it?

Give me an example of when you had to adapt quickly to a change.

Remote and UK-facing specific questions

How do you manage your time and stay productive when working remotely?

Have you worked with UK clients or in a UK-facing environment before? What did you learn?

How do you ensure clear communication when you cannot speak to someone in person?

4. QUESTIONS TO ASK THE INTERVIEWER

At the end of every interview you will be asked: "Do you have any questions for us?" Always say yes. This is not optional, it signals genuine interest and professionalism.

Good questions to ask:

- What does success look like in this role in the first three months?
- How does the team communicate day-to-day, what tools do you use?
- What are the biggest challenges the person in this role will face?
- How would you describe the culture of the team?
- What does the onboarding process look like?



Questions to avoid:

- "What does the company do?" you should already know this
- "How much leave do I get?" save benefits questions for after an offer
- "When will I be promoted?" too early in the process

5. PREPARING FOR A VIDEO INTERVIEW

Most Aetherbloom interviews and many UK client interviews take place via video call. How you show up on screen matters.

Before the call

- Test your internet connection, camera, and microphone at least 30 minutes beforehand
- Check your lighting face a window or lamp, not away from it
- Choose a quiet, tidy background a plain wall or bookshelf is professional
- Dress as you would for an in-person interview full professional attire, not just the top half
- Join the call 2–3 minutes early

During the call

- Look at the camera, not at your own image on screen
- Speak at a measured pace, clear and confident, not rushed
- Keep your notes nearby but do not read from them
- If the connection drops, do not panic, reconnect and apologise briefly
- Have a glass of water nearby

6. BEFORE, DURING, AND AFTER

The day before

- Research the company, their website, LinkedIn, any recent news
- Re-read the job description and your own CV
- Practise two or three STAR answers out loud, not just in your head
- Prepare your outfit and your workspace
- Get a good night's sleep

On the day

- Eat before the interview, do not go in hungry
- Arrive or log on early
- Breathe. A short pause before answering is professional, not a weakness
- Take notes if it is helpful, interviewers expect it



After the interview

- Send a short thank-you email within 24 hours, brief, professional, specific to the conversation
- Reflect on what went well and what you would do differently, every interview is practice
- If you do not hear back within the stated timeframe, it is appropriate to follow up once

7. A NOTE ON NERVES

Nerves are normal. Every candidate feels them, including the ones who appear most confident. What matters is what you do with them.

- Preparation reduces nerves more than anything else. The more you have practised, the less uncertain you feel.
- Slow your breathing before you go in. Inhale for four seconds, hold for four, exhale for four.
- Remember: the interviewer wants you to do well. They are not trying to catch you out.
- If you do not know the answer to something, it is acceptable to say: "That is a great question, can I take a moment to think?"
- One poor answer does not ruin an interview. Stay present, recover and keep going.

8. PRE-INTERVIEW CHECKLIST

- ✓ Researched the company
- ✓ Re-read the job description
- ✓ Prepared 4-5 STAR examples from your experience
- ✓ Practised your "tell me about yourself" answer
- ✓ Prepared 3 questions to ask the interviewer
- ✓ Tested your tech (for video interviews)
- ✓ Sorted your outfit and workspace
- ✓ Had a good night's sleep

You are more ready than you think.

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