

Role Profile

Job Title:	Customer Service Advisor
Salary/Banding:	1
Role Holder:	
Department:	Customer Service
Location:	Lilleshall
Reporting to:	Customer Service Officer

Role Summary:

The overall purpose of this role is to provide an efficient and effective customer service experience to BG Members and prospective Members, through reacting to incoming communications and proactively building links with Participation Officers, Home Countries and Club Secretaries.

Main Areas of Responsibility:

1. Provide effective customer service.

Typical Activities:

- Responding to incoming communications/enquiries (all channels) from Members e.g. insurance claims, DBS checks, membership benefit enquiries, web portal enquiries etc.
- Handling and resolving enquiries from/converting prospective members e.g. new clubs and coaches
- Maintaining concise and accurate log of each call/action on CRM
- Researching information/ broadening knowledge to resolve queries/questions
- Sharing this information with colleagues
- Processing DBS applications in line with regulations and counter signatory responsibilities
- Handling complaints across a broad range of issues.

Success Measures:

- Increased membership
- Telephone answered within designated time frame
- Number of missed calls
- Accuracy/detail of call logs
- Number of right first time DBS applications
- Product knowledge
- Number/detail/value of knowledge shared and/or posted on Intranet
- Number of escalated complaints
- Customer and colleague feedback.

2. Collect Membership and DBS fees.

Typical Activities:

- Proactively chasing outstanding fee payments in line with credit control protocol
- Updating CRM in relation to all payments
- Ensuring membership packs are issued.

Success Measures:

- Member retention
- Adherence to financial regulations
- Accurate/balanced daily cash sheets
- Accuracy of CRM records
- Number of proactive calls
- Feedback from Members.

3. Maintaining accurate member records.

Typical Activities:

- Running reports (weekly) to check/cleanse the data e.g. investigate duplicated member records.

Success Measures:

- Accuracy of CRM data
- Reduced number of duplicated records.

4. Maximise interactions/be proactive with members, promoting initiatives and resources.

- Typical Activities:
- Using incoming call opportunities to proactively introduce promotions e.g. new courses/technical modules, new award schemes, Fundamentals etc.

Success Measures:

- Number of records updated
- Number of leads/referrals for GEL
- Number of leads/referrals for Education
- Number of leads/referrals for Participation Officers.

5. Ethics & Welfare Responsibilities.

Risk Management/Safeguarding/Data Protection/Equality

- The role holder will be responsible for highlighting any perceived risk to the Line Manager
- The role holder will be responsible for reporting any safeguarding concerns, accidents & near misses to the Line Manager
- The role holder will comply with good practice in relation to data protection, maintaining the highest standards of confidentiality when dealing with sensitive personal or business information
- The role holder will consider equality implications in all aspects of their work

Generic

- The role holder has a responsibility to ensure they comply with BG policy in relation to safeguarding, health & safety, data protection and equality.

Role Requirements:

1. Knowledge, Skills and Expertise

This role requires the role holder to understand and demonstrate customer focus and effective telephone and communication skills; and have intermediate IT and keyboard skills. Whilst it is anticipated that these skills will be gained through experience, formal qualifications and training e.g. Level 2 NVQ Customer Service and CLAIT/ECDL (or equivalent) would be advantageous.

To be effective in this role, the role holder requires knowledge of the membership package and benefits; DBS application procedures/requirements; a broad overview of resources and awards; a basic understanding of finance processing functions; and a good understanding of the systems of work within the department.

2. People

To be effective in this role the role holder requires a sense of teamwork and responsibility towards colleagues and the achievement of department targets/objectives.

The role holder must also be able to form good working relationships with his/her contemporaries in Finance, Education, GEL and Events.

3. Shaping Direction

This role requires the role holder to take responsibility for the accuracy of information given to members; for maintaining accurate/detailed CRM records/call log; for accurately processing DBS applications; for the relationship with designated Clubs; and for chasing membership payments (2 renewal triggers per annum).

Work is planned and monitored on a daily/weekly basis and in the main the workload is dictated by the number of enquiries taken. The role holder is required to work within a framework of reference, dictated by department parameters, policies, procedures and precedent.

It is anticipated that the role holder will from time to time make recommendations regarding efficiencies and improvements to processes and/or use of technology.

4. Developing Solutions

This role requires the role holder to understand and investigate customer complaints and enquiries. These can relate to a broad range of issues and are usually dealt with in the context of policy, procedure or protocol.

The role holder will be required to demonstrate initiative when handling enquiries that are very specific or unusual and will require some investigation/desk research. In cases, such as this the role holder will be expected to make this information accessible to colleagues for future reference. Where the role holder is unable to resolve an issue, or the issue is related to a breach of rules or child welfare, this should be referred to the Line Manager.

It is anticipated that the role holder will show initiative in the updating of the system and the introduction/promotion of awards and resources.

5. Decision Making

This role requires the role holder to make decisions in relation to telephone manner/helpfulness to members; depth of investigation/quality of information given; and willingness to work Saturdays/flexible hours at busy times e.g. membership renewal, all of which will have an impact on the perception of BG by Clubs and members.

In addition, this role requires the role holder to make decisions and recommendations in relation to their own daily work and the operational effectiveness of the department e.g. system improvements through the CRM User Group, which will have an effect on the workload of their contemporaries.

It is anticipated that all decisions will be made within a framework of reference and under the guidance/supervision of the Community Services Director.

6. Communicating

This role requires the role holder to communicate regarding a broad range of issues, from basic exchanges of information, through to fielding very sensitive ethics and welfare issues.

The role holder will be expected to communicate with people at all levels of the gymnastics structure, and whilst the majority of communications will be polite and courteous there will be occasions when the role holder is required to diffuse and turnaround frustrated callers, or provide detailed explanations requiring them to be patient, understanding and articulate.

Communication is usually via telephone, email, letters and from time to time meetings.