

Role Profile

Ref no:

Job Title	Customer Management Executive		
Directorate or Region	East Asia	Department/Country	Singapore
Location of post	Toa Payoh	Pay Band	H
Reports to	Asst. Operations Manager, Toa Payoh	Duration of job	Indefinite

Purpose of job:

The main duty of a Customer Management Executive is to ensure a high quality, efficient and integrated customer service experience for all customers and students across all British Council services.

To act as British Council's ambassador and provide top quality services to all new and existing customers meeting all KPIs and deliver Sales & Customer Management targets in order to enable the Council to meet its business targets and objectives.

Context and environment:

British Council Singapore is one of the biggest in the global network with thousands of adult and young learner students studying with us at any one. Our customers engage with us face-to-face, online, through email and via the phone.

Accountabilities, responsibilities and main duties:

1. Customer Management

To meet and exceed customer management targets and KPIs as set out by the organisation

Customer care and support

To provide an exceptional level of customer service to all customers to ensure that all their needs and requests are taken care of.

Registration of new customers for Teaching Centre and Preschool

To have a pro-active approach in enquiry handling with the focus on helping customers understand the benefits of our products and services. To also ensure that all new customers are registered accurately, records maintained and updated.

Re registration of existing customers for Teaching Centre

To ensure that all existing customers (in the case of Younger Learners – their parents) are informed of re-registration periods in writing, telephone calls and class visits in a timely manner, records maintained and updated.

Administration & Finance

To register/reserve/waitlist students in appropriate classes and details are entered in the system accurately and to handle cash desk in the system and payments received for course/placement test/examination registration and other products/services.

2. Support Duties

Data collection and reporting

To ensure that all databases and reports are updated and recorded in timely, accurate manner.

Sales & Marketing Support

To provide participate and/or provide sales support in all sales and marketing events (in or out of the centre) with the purpose of creating awareness and generating leads for the centre.

Product Knowledge

To acquire and maintain an excellent level of product knowledge at all times. Liaison and training via product owners will be a necessary part of this with a proactive approach required at all times. Observation of classes and 'hands on' experience of the products is required.

Offer Knowledge

To acquire and maintain an excellent level of pricing, discounting and offer knowledge at all times. Liaison and training via sales and business managers will be required. A proactive approach, including input and feedback from frontline customer experience is expected.

General

Other duties:

- to comply with the Standing Operating Procedures (SOP) as per the job requirement
- any other duties as assigned by the Line Manager
- attendance at regular professional development, training and skills programmes as required
- full engagement with the performance management programme
- to participate in projects as agreed in Performance Agreement
- to attend and/or complete all e-learning modules mandated by HR

Other Responsibilities and main duties

As part of the wider Sales and Customer Services team serving both new and existing customers you will be required to support and assist your colleagues from time to time in tasks that ensure the smooth running of the Centre. This might include registering students, participation at Open Days, Parent Events, Seminars, Evening Receptions and Offsite Branch and Examination Promotions, for example.

Key relationships: (include internal and external)

External : Customers, Visitors, Young learner students, Parents

Internal : Teaching Centre Managers, MarComms, Senior Teachers, Co-ordinators, Teaching Resources, Facilities, Finance, IT

Other important features or requirements of the job

The successful candidate will work a 5-day week on a shift system from Monday to Sunday. Evening and weekend working is required on a regular basis.

Please specify any passport/visa and/or nationality requirement.

Right to work in Singapore

Please indicate if any security or legal checks are required for this role.

DBS/Police Checks, Pre-employment medical check up

Person Specification

	Essential	Desirable	Assessment stage
Behaviours	<p><u>Connecting with others</u> Making regular opportunities to understand others better (Essential)</p> <p><u>Being accountable</u> Delivering my best work in order to meet my commitments (Essential)</p> <p><u>Working together</u> Establishing a genuinely common goal with others (Essential)</p> <p><u>Making it happen</u> Establishing a genuinely common goal with others (Essential)</p> <p><u>Shaping the future</u> Looking for ways in which we can do things better (Essential)</p> <p><u>Creating shared purpose</u> Making regular opportunities to understand others better (Essential)</p>		<p>Short listing and interview</p> <p>Not assessed at recruitment stage but will be assessed at Performance Management</p>
Skills and Knowledge	<p>Good written and oral communication skills in English</p> <p>Sales techniques</p> <p>Competent IT skills</p>	<p>Proficiency in a second language preferred</p> <p>Knowledge of SAP</p> <p>Knowledge of CRM</p>	Short listing and Interview
Experience	At least 2-3 years experience of working in either a customer service and/or sales environment		Short listing, interview, references
Qualifications		Diploma/Degree in any discipline	Shortlisting

Submitted by	Gary Lim	Date	19 October 2014
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