

# CUSTOMER EXPERIENCE ADVISOR

2021

**Reports to:** Customer Support Manager • **Location:** Colchester Office

## Purpose of the Role

To effectively manage, oversee and organise interaction between a customer and the organisation throughout the customer lifecycle. The Customer Experience Advisor will optimise interactions from the customer's perspective, and as a result, foster customer loyalty.

## Supporting Structure

Working as part of the Customer Support Team, the Customer Experience Advisor reports directly to the Customer Support Manager.

## Specific Attributes

- Strong verbal and numerical reasoning skills
- Ability to make decisions independently
- The ability to influence and deliver successfully through others
- Flexibility and ability work under pressure, multi-task and prioritise tasks with strict deadlines
- Understanding the needs of the business along with the flexibility to change according to requirements
- Ability to handle a wide range of activities

## Key Accountability

The Customer Experience Advisor is responsible for managing excellent communication and interaction between the customer and the company, providing a high quality of customer service which increases the company's reputation leading to increased sales.

With a range of duties that include processing orders, handling enquiries via incoming calls, updating customer accounts and dealing with correspondence, the Customer Experience Advisor is the front line for customer interaction with Rapid.

Strong verbal and written communication skills and excellent attention to detail are essential for this role, as well as an understanding of what constitutes first class customer service.



## Responsibilities

1. **Customer Experience processes.** To ensure all processes are correctly followed at all times
2. **Sales Order Entry.** Process both telephone and offline orders with speed and accuracy ensuring customers are made aware of all relevant information
3. **Continuous Improvement.** To work closely with the Continuous Improvement Team to communicate errors or issues to ensure our processes can be reviewed to minimise errors in the future
4. **Communication.** To demonstrate excellent communication externally and internally via all methods of contact
5. **Customer Contact Data.** To ensure our customer contact database is up to date and contacts verified through ordering processes and subscribing customers to our mailing list
6. **Service Excellence.** Ensure all customer contacts and service issues are resolved to achieve a high level of customer satisfaction and balanced against commercial viability
7. **Sales Opportunities.** The ability to generate additional sales through the conversion of quotations, uplink products, and promotional selling and proactive calls
8. **Customer Qualification.** Build close relationships with customers and identify customers with potential for sales growth and communicating this through the business
9. **Migrating customers offline to online.** Promoting our website and facilities at every opportunity to try and convert offline customers to online ordering, returns and logging cases
10. **Multi-skilled.** Demonstrate competency in handling all aspects of Customer Experience activities
11. **Performance Standards.** To consistently achieve individual performance standards required to meet business needs in accordance with Best Practice Model
12. **Personal Development.** To achieve full accreditation and competence for all areas of Customer Experience, within designated time frames
13. **Measurement.** To optimise every opportunity within all areas of the department to ensure individual KPI targets are consistently met, and contribute towards team, department and overall company targets
14. **Ownership.** To demonstrate real ownership in attitude and approach to all job role activities and actively promote suggestions for improving customer service performance and company effectiveness
15. **Working relationships.** Contribute to team performance and to build good working relationships at all levels
16. **Department & Company Aims.** To ensure that every effort is made to achieve the department and company aims and objectives, including the wider issues of customer retention and enhanced value of the customer
17. **Rapid Strategy.** Understand the Rapid Strategy and your role in contributing to it. Ability to clearly communicate the internal and external mission statements.
18. To carry out additional duties or projects which might reasonably be expected by your line manager



## Rapid Core Values

### Great Attitude

- Bring energy to the team every day
- Motivate and inspire others with a positive outlook
- Build meaningful relationships with colleagues and contacts
- Address problems in a positive way
- Listen carefully, reflect and think broadly, with agility

### Be Successful

- Prioritise own workload and be pro-active in the pursuit of goals
- Accountable for own performance delivering business goals over personal gain
- Always set expectations and dependencies and deliver to them
- Diligent approach to the detail but not losing sight of the objectives
- Maintain a work/life balance and not be easily distracted

### In a Professional Way

- Always punctual with a professional approach
- Dependable due to reliability, flexibility and integrity
- Exceed both customer and colleagues expectations
- Proactively communicate internally to enhance the success of our common goals
- Take pride in sharing your, or Rapid's success externally

### With a 'Be Better' Mindset

- A high degree of learning ability, drive and ambition to succeed
- Confident and can articulate strengths and development areas
- Listen well to constructive feedback from line manager and give feedback with good intent
- Positive attitude towards shared goals and set challenging personal objectives
- Constantly look for innovative working practices and processes
- Belief in the ability for new technology to improve our environment and wellbeing

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