

Evaluation Date	28/10/14
Grade	11

JOB DESCRIPTION

Job Title:	Customer Account Advisor	Reports to:	Customer Development Manager
Department:	Customer Operations	Location:	Vantage Point
Work Pattern:	Full Time, including weekends and evenings	Contract Status:	Permanent

OUR VALUES

We want enthusiastic and energetic people who will create a great experience for our customers and share the following values. Edinburgh Leisure **makes a positive difference** by:

welcoming all,
each one of us **caring** about what we do,
being **passionate** about how we do it,
and feeling **proud** of what we achieve

JOB PURPOSE

Respond to and resolve customer account enquiries and ensure that solutions meet the needs of the business and the customer.

KEY RESULT AREAS

Key Responsibility	Expected time spent (%)
1. Respond to and investigate enquiries relating to direct debit payments and account queries (either directly from the customer, or from another department on behalf of the customer) to ensure that the enquiry is resolved to the satisfaction of the customer and EL.	50%
2. Keep member and payment databases up to date and accurate to ensure that the correct payments are taken from accounts. For example:	10%

<ul style="list-style-type: none"> • Apply upgrades to relevant memberships during Facility refurbishment programmes. • Apply price changes, e.g. sport coaching courses • Update memberships when key factors change, such as age (i.e. 18years, 65years) • Update memberships when promotions and campaigns end 	
3. Contact customers to collect any monies owed and to respond to collection issues relating to direct debits. Liaise with internal stakeholders to support solutions being found quickly to ensure minimal impact on the customer. Share any learning to improve overall customer service in the future.	10%
4. Contact direct debit customers directly to advise of any known issues or planned changes that will impact on their DD collection and ensure that our customers are left feeling informed and satisfied with the service they have received.	10%
5. Positively exit any direct debit customer wishing to no longer use our products or services, and ensure that they are left feeling satisfied and willing to recommend us to others even if no longer a customer themselves.	10%
6. Review and respond appropriately to general web enquiries to ensure that a response is sent to the customer in line with our service standards.	10%

RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	N/A
Salary bill for all staff reporting:	N/A
Responsibility for finance and level of financial control:	Responsible for financial compensation required to resolve a customer account complaint where the loss would otherwise be greater i.e. customer leaving EL.
Responsibility for Physical Resource:	PC
Responsibility for Data and Information:	Access to sensitive, business critical and commercially sensitive information on a regular basis

GUIDELINES AND EXPECTATIONS

Authorities & Limitations
<p>This is a customer service post, where you need to manage your time to ensure that customers are responded to within the service level agreements in place. You will respond to the enquiries within the processes and agreements that are in place, and will escalate issues that don't fit these to your manager for guidance.</p>

You need to be able to correctly identify the nature of each enquiry and then ensure that it is dealt with in the appropriate process. You will build up a knowledge of the systems and process that will enable you to respond to and investigate the issues.

You will be the last point of contact for customers who wish to cancel their Direct Debit, you will have a set of tools to use to try and encourage the customer to remain with us. If the customer does leave, you need to give them a good impression so that they come back in the future and are willing to recommend us to others.

Communication & Representing The Organisation

You and your colleagues report to the sales Manager and will work together to deal with customer enquiries, which will arrive either directly from the customer or through our venue staff. You will work with venue staff, finance, marketing and IT to investigate and resolve these enquiries.

Some of the enquiries will come directly from our customers, either by phone call, email or web enquiry. You will monitor all of these channels and then communicate directly with our customers to both discuss their enquiry and to inform them of the outcome of their enquiry, using various methods (e.g. phone and email) that are appropriate in language, tone and content.

Some of your enquiries will come from our venue staff on behalf of the customer. You need to ensure that you find out all relevant information and clearly agree what is happening and who is doing it, so that everyone knows what is happening and what their role is. Agree who will respond to the customer and by when.

Work with the ICT team and finance to investigate technology/MRM issues that are impacting on customer accounts. Consult with the finance team on possible improvements and changes to the direct debit procedure to prevent future occurrence of issues.

You will also be responsible for directly contacting customers about other issues around their account, for example, finance will provide a list of lapsed DD payments and other monies owed for you to follow up with the customers. You must be able to handle these situations sensitively and with a positive attitude to help us to retain customers.

Safeguarding Our Customers

Take an active role in the safety of yourself and your colleagues in the work place. Take action to fix or report any potential hazard. Understand and fulfil your role (following training) in:

- Edinburgh Leisure's Health and Safety policy

You are responsible for handling customer data in line with the data protection policy.

Problem Solving

Your role is to investigate issues connected to customer payments. This involves gathering all relevant information, such as asking the customer, searching the customer databases and speaking to relevant departments (e.g. ICT, Finance, venues) to obtain all the necessary information to resolve issues.

You need to be able to analyse information and reports and consider the impact of changes on customers and their Direct Debits, highlighting any concerns with appropriate people.

You will analyse the available information and identify what has caused the problem, and if possible, how to address it (referring to the procedures). You need to be able to spot recurring issues and identify longer term solutions to prevent the same issue happening again.

You need to be able to identify the impact of corporate changes on customers who pay by Direct Debit, and ensure that this impact is highlighted through your manager to minimise any disruption to payment processes and our Direct Debit customers.

Impact On Organization

This role helps to ensure that our customers who pay by Direct Debit have a quick and helpful response to any issues that they have with their accounts. A good, helpful, constructive resolution can help to retain our valuable customers.

JOB DEMANDS

Physical	This role is mainly a desk based administration role, working with phones, emails and computers. It involves sitting, standing, and walking.
Mental	This role requires alertness and professionalism as you need to be expected to respond to all people and situations appropriately. You will need to be able to respond quickly and effectively throughout your working day, to deal with unplanned situations. The work requires a lot of concentration, accuracy and attention to detail. You will be required to work evenings and weekends to suit the needs of the business.
Emotional	You will need to be able to effectively handle objections, particularly when implementing changes or dealing with a breakdown in service. There are some people who will be more challenging and you need to be able to deal with more challenging behaviour in a calm and professional manner.
Environmental	You will be based in an open plan office and you will be working out of normal office hours.

PERSON SPECIFICATION

Factor	Essential	Desirable
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Qualifications and Attainments:	A good secondary education or equivalent work experience	Evidence of CPD, such as MSOffice training
Knowledge and Experience:	<p>Demonstrable experience of working in a customer service role and the ability to deal effectively with challenging customers</p> <p>Numeracy – able to analyse and interpret numerical data.</p> <p>Literacy – able to read, interpret, understand, analyse and produce written documents.</p> <p>Computing - able to use MS Office (Word, Excel and Outlook) or similar.</p>	<p>Knowledge of direct debits, and finance systems.</p> <p>Some experience in an office environment.</p> <p>MS Access knowledge and experience.</p> <p>Experience of computerised systems e.g. point of sales system or similar</p>
Additional Requirements (e.g. competencies):	Communication - able to retain a large amount of information and communicate relevant information in a clear way that customers understand and have an ability to alter your approach to suit the situation.	

DISCLOSURE/PVG REQUIREMENTS
Basic Level of Disclosure

I have read and understand this job description and I am clear about what is expected of me in this job.

Signed **Date**