

Evaluation Date	24/7/2017
Grade	12

JOB DESCRIPTION

Job Title:	Welcome Host	Reports to:	Designated line manager
Department:	Operations	Location:	Venue
Work Pattern:	Various, shifts	Contract Status:	Various

BACKGROUND

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

This is a customer service role where you will be the face of Edinburgh Leisure for our customers by:

- creating a rich and memorable experience for every customer
- meeting our customer service standards
- helping us to deliver our service promise

KEY RESULT AREAS

Key Responsibility	Expected time spent (%)
1. Provide a warm welcome by acknowledging every customer in line with our service standards, build rapport, and thank them for their visit as they leave.	30%
2. To follow Edinburgh Leisure's Enquiry process and match customer needs with the right product. This could include: <ul style="list-style-type: none"> - Coaching programmes - Casual use - Memberships and discount cards - Retail - Course and holiday programmes - Other EL products 	40%
3. To encourage and support our customers to use technology for a more effective and efficient booking and payment experience for them. This will include using: <ul style="list-style-type: none"> - The EL App 	10%

<ul style="list-style-type: none"> - The EL Website - Learn2 (Coaching Home-Portal) - Kiosks - iPads - Easy Access 	
4. Process and accept payments for any booking or sales. Complete any associated administration and accurately use our point of sales system using the appropriate financial procedures.	20%

RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	N/A
Salary bill for all staff reporting:	N/A
Responsibility for finance and level of financial control:	Following full financial procedures related to cash handling, processing and security. Retail and stock control.
Responsibility for Physical Resource:	Kiosks, iPads, PC's
Responsibility for Data and Information:	Knowledge of our product range, pricing structures and payment methods. Captures confidential information that needs to be handled in line with the Data Protection Act.

GUIDELINES AND EXPECTATIONS

Authorities & Limitations
<ul style="list-style-type: none"> • You are the first point of contact for all venue customers. Therefore, it is hugely important that you create a great first impression every time. • You will use EL's enquiry journey process to discuss the customers' needs with them and advise them on the best product for them. • You are expected to know and understand our range of products and services so that you can talk knowledgeably about these to customers. • You may be required to consult with others when responding to more complex requests, this may include escalating issues to a line manager, contacting the customer account team etc. • Your role is to deliver a great customer experience for every customer. To create time for the personal interaction, you are expected to show our customers how they can use our technology, such as the app, to enhance their customer experience. • You will follow cash up and follow reconciliation procedures as required while on shift. • You will conduct stock checks and reconcile stock levels, reporting any anomalies to your line manager.

Communication & Representing the Organisation
<p>You'll make sure that our customers feel like our number one priority as you respond to a wide variety of service needs. You'll deliver exceptional service to each customer you speak with.</p> <p>We need you to:</p> <ul style="list-style-type: none"> • Have a thorough understanding of Edinburgh Leisure products and services • Have great listening, questioning and influencing skills so that you quickly understand the customer's needs and providing the best resolution • Accurately record information • Be passionate about our products • Genuinely enjoy interacting with people and delivering a great customer service

You will be proud to show off/tour your venue. To sell the benefits, membership offerings and other activity packages; you must be able to demonstrate enthusiasm for our venues, products and services.

You will ensure your venue is presented with up to date information, in line with venue presentation standards and brand guidelines. Raise any instances of where the website and venue information is out of date so that it can be updated for our customers.

Follow up and action any customer enquiries forwarded to the venue by the centralised enquiries team. You will be a team player and will work with different staff groups within the venue. You need to be able to adapt your style to deal with different circumstances and situations; always delivering our values.

Help customers by answering their questions and explaining how to best use our products and services, for example, how to make bookings, when to arrive for a class, what clothing should be worn, etc.

Safeguarding Our Customers

Take an active role in the safety of yourself and your colleagues in the work place. Act to fix or report any potential hazard.

You must understand and fulfil your role (following training) in:

- Edinburgh Leisure's Health & Safety policy
- Edinburgh Leisure's Safe Guarding policy
- Your venue's Emergency Action Plan
- Your venue's Normal Operating Plan

You are responsible for handling customer data in line with the data protection policy. You will be required to ensure that all customers are aware of any compliance, health and safety measures that may impact on their booking with us.

Problem Solving

Your role is to help support customers identify the best options in response to their enquiry. You may need to probe and unpick customer requests, understanding what the restrictions or options might be, escalating where necessary.

On occasions you may have to deal with customer complaints and need to be able to empathise with the customer, diffuse any potential conflict and help identify the right course of action. This could be escalating the issue to a line manager or dealing with the issue directly. You need to be able to respond quickly and flexibly to customer or service issues. An example of this may be dealing with a customer who is required to settle an unpaid account and the customer disagrees with the amount.

Impact on Organization


You will contribute to helping your venue meet their sales, income and usage targets by ensuring that customer needs are met, and they are; left feeling satisfied, wanting to return and will recommend us to others.

JOB DEMANDS

Physical	You will be active in and around the venue, meeting customers, taking customers on tours, and may be standing for long periods of time.
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.
Emotional	<p>You will need to be able to effectively handle different people and read their body language and understand their needs.</p> <p>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.</p> <p>You need to be resilient and able to handle the situation when a customer objects to our processes and procedures.</p>
Environmental	You will be based in a busy venue working at times to suit the business needs.

PERSON SPECIFICATION

Factor	Essential	Desirable
Qualifications and Attainments:	Literate and numerate	Computing - able to use MS Office (Word, Excel and Outlook) or similar, and experience of using computerised systems (e.g. Point of Sale systems).
Knowledge and Experience:	<p>Demonstrable experience of working in a customer service role and delivering a great customer service.</p> <p>A general understanding of how to use technology, such as PCs, tablets and/or smart phones.</p>	<p>Ability to confidently use EL's technology:</p> <ul style="list-style-type: none"> • iPad • Kiosks • Smart phones <p>Ongoing evidence of:</p> <ul style="list-style-type: none"> • Customer service training • Sales training • Processing transactions <p>Understanding and knowledge of EL's products, services and ways of working.</p>
Additional Requirements (e.g. competencies):	 <p>Leadership by Everyone</p>	

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