

HR use only

Evaluation Date	24/10/16
Grade	12

JOB DESCRIPTION

Job Title:	Customer Enquiries Advisor	Reports to:	Customer Development Manager
Department:	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

Your role is to respond to customer telephone, web and email enquiries. You'll be expected to engage with customers to better understand their needs and deliver excellent customer service. You'll point customers to technology or information sources where they can self-serve wherever possible

KEY RESULT AREAS

Key Responsibility	Expected time spent (%)
<p>1. Respond to day to day general enquiries from internal and external customers. You will need to be able to deal with enquiries effectively and efficiently to deliver great customer service and within the service standards. This includes:</p> <ul style="list-style-type: none"> - Telephone enquiries for all venues - General activity bookings e.g. court bookings, fitness classes, birthday parties etc - Email and web enquiries and membership sales - Social media enquiries 	40%

<ul style="list-style-type: none"> - Coaching online bookings <p>2. You will use the appropriate software systems for handling and recording enquiries, ensuring that the enquiry loop is closed to the satisfaction of the customer and within our service standards. This will include use of:</p> <ul style="list-style-type: none"> - Telephone management system - Customer Enquiry Tracking System - Point of Sale/MRM - Gladstone Pay - Sage Pay - Workplace - Bookings Live - Learn2 - Web <p>3. Process and accept payments for any booking or sales safely and accurately, ensuring that all relevant procedures are adhered to. This includes:</p> <ul style="list-style-type: none"> - Financial Procedures - Data Protection/GDPR <p>4. You will need to actively maintain a wide knowledge of our products and services, and know where to find information quickly to deal with the enquiry appropriately e.g.</p> <ul style="list-style-type: none"> - Site (including community access to schools) specific information; programmes and activities, opening hours etc - Monthly promotions, campaigns etc - Bookings (general activity) - Freedom of Information requests - EL processes and procedures <p>5. You will assist and support Head office by completing general administration requests, completing stock checks and office purchase requisitioning.</p>	<p>20%</p> <p>10%</p> <p>20%</p> <p>10%</p>
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RESPONSIBILITY FOR RESOURCES	
Responsibility for staff:	N/A
Salary bill for all staff reporting:	N/A

Responsibility for finance and level of financial control:	Process and reconcile card payments, processing invoices, reconciliation, dealing with customer financial information in a confidential manner.
Responsibility for Physical Resource:	PC, telephone headset, computer systems, virtual terminal for payments.
Responsibility for Data and Information:	Handle customer and business data, including an element of sensitive information such as personal customer information and access to databases.

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 standards in place. You will respond to the enquiries within the processes and procedures that are in place and will escalate issues that don't fit these with your supervisor for guidance.</p> <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.</p> <p>You will be the first point of contact for all customer enquiries, responding to and making recommendations for action based on your own knowledge and experience in the role.</p> <p>Handle confidential and sensitive information appropriately.</p> <p>You may be required to consult with others when responding to more complex requests.</p> <p>You will use our systems to be the first responder to FOI related requests and can consult with the Customer Development Manager for support.</p> <p>Use good judgement and exercise a reasonable degree of autonomy, whilst remaining alert to the need to consult senior staff as appropriate (for example, highlight potential PR risks in information requests and escalate appropriately).</p> <p>You will have to work independently and use your judgment and initiative to handle enquiries.</p>

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 questions and queries via email, web, live chat messenger and handling telephone calls.</p> <p>In our fast-paced and challenging Customer Service environment, we will need you to:</p> <ul style="list-style-type: none"> • Demonstrate a thorough understanding of Edinburgh Leisure products and services • Build rapport • Demonstrate great listening and influencing skills • Through effective questioning understand the needs of our customer groups and quickly identify their needs and provide the best resolution • Meet KPI's as outlined within the service level agreement • Be passionate for our products

- Have outstanding customer service skills

A strong team player with a flexible approach, you'll bring excellent communication skills, and a genuine enthusiasm for delivering the best possible service.

As you'll often be managing multiple online conversations, you'll need to be confident on a keyboard, with a strong attention to detail, and equally confident picking-up the phone and speaking directly with a customer.

Most of the enquiries will come directly from our customers, either by phone call, email or web enquiry. You will monitor all these channels and then communicate directly with our customers to complete their enquiry using appropriate language, tone and content.

Some of your enquiries will come from our venue staff on behalf of the customer. You will be responsible for assisting venue staff to resolve these agreeing clear ownership between you and the venue.

You will identify trends from the enquiries that you receive, to share ideas and opportunities for continuous improvement, passing information onto relevant others as required.

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.

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

- Edinburgh Leisure's Health & Safety policy
- Edinburgh Leisure's Child Protection 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.

You may be required to deal with a range of enquiries relating to our Health and Wellbeing products or activities. Through discussion with the customer, you will identify their needs and ensure they are directed to the appropriate activity or programme.

Problem Solving

Your role is to help support customers identify the best options in response to their enquiry. This involves gathering all relevant information such as asking the customer, searching the web, speaking to relevant departments to obtain all the necessary information to resolve the enquiry.

Make appropriate decisions relating to enquiries, taking a flexible approach.

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 trends and identify long term solutions to prevent reoccurrence.

Identify trends in enquiries and establish whether information requested could be more readily available in the future i.e. on the web.

Impact on Organization

By dealing effectively and efficiently with our customer enquiries, you will ensure that their needs are met and they are left feeling satisfied and wishing to recommend us to others.

JOB DEMANDS	
Physical	This role is a desk-based role, working with phones, emails, the web and computers. It involves sitting, standing, and walking and occasional moving and handling of deliveries. Working from home is essential in the current climate.
Mental	<p>This role requires alertness and professionalism as you need to be able to respond to all people and situations appropriately.</p> <p>You will need to be able to respond quickly and effectively throughout your working day potentially managing several conversations or enquiries at the same time.</p> <p>The work requires a lot of concentration, accuracy and attention to detail.</p>
Emotional	<p>You will need to be able to effectively handle objections, particularly when implementing changes or dealing with a breakdown in service.</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>
Environmental	You will be based at home with a requirement to work evenings and weekends. You will be required to have a suitable desk, chair and WIFI. In non-Covid times you would normally work in an open plan office.

PERSON SPECIFICATION

Factor	Essential	Desirable
Qualifications and Attainments:	A good secondary education or equivalent work experience	Evidence of CPD, such as MS Office 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 Edinburgh Leisure products and services</p> <p>Some experience in an office environment.</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**