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| Name: | |
| Title: Customer Experience Advisor | Department: Commercial |
| Reporting to: Customer Experience Team Leader | |

As part of the Customer Service Department the Customer Experience Advisor (CEA) plays a key role in all touch points during the customer experience. The CEA is involved in brand awareness, **attracting** and retaining business by working with various departments to co-ordinate online and external events. The CEA sets up customer email campaigns, ensuring accuracy and in line with company brand guidelines. The CEA owns the onboarding process from start to approval, ensuring any obstacles internally or externally are resolved. The CEA **enhances** the customer experience by being solutions-focussed, and is responsible for ensuring, whilst working as a team that all customer queries are answered efficiently and effectively, with minimal waiting times, whilst always aiming for first contact resolution. Where first contact resolution is not possible, queries will be transferred to the relevant department to action, in these instances the CEA will ensure the correct expectations are realistically set, customers are kept up to date on progress, and their needs have been met. The CEA continuously strives to **engage** with internal and external customers, promoting a collaborative approach. The CEA actively **listens** during all interactions, to identify customers needs and trends, whilst actively seeking feedback through various channels. All interactions are recorded within Customer Relationship Management (CRM), to ensure effective communication, analysis and reporting.

Job Responsibilities:

Customer Support

1. Answer all incoming enquiries across a variety of platforms including email, webchat, phone and webforms with a friendly, positive, and solutions-focussed attitude.
2. Escalate queries which cannot be resolved at first point of contact, within a timely manner, ensuring correct expectations are met, whilst providing the recipient with all the information required to effectively handle the escalation. Take ownership of the query internally and seek answers for the customer by working with internal departments. Respond to the customer in a timely manner with necessary holding and follow up communication whilst seeking internal guidance. Provide reports on on-going queries for relevant department managers;
3. Work as a team to ensure all Service Level Agreements (SLAs) are met, including phone, chat, emails, form submissions, cases, and customer onboarding processes. Any delays identified and mitigated at the earliest opportunity;
4. Provide a high level of support and service, working to defined timescales to resolve queries and issues to the satisfaction of the customer;
5. Monitor customer service satisfaction via appropriate means, including surveys, and feedback. Report any actual or potential customer issues and complaints to your line manager as soon as they arise;
6. Support customers with Parnassus, Surpass, Moodle, SharePoint and any other relevant IT systems;
7. Manage website logins, and account contacts and contact information;
8. Log all interactions in the Customer Relationship Management (CRM) and any other relevant systems in an accurate and timely manner.
9. Effectively manage customer expectation and follow through with promises made to the customer;
10. Create email campaigns, sending within agreed timeframes and manage relevant marketing lists within CRM.
11. Contribute to the improvement of customer service, including documenting and reviewing processes and procedures;
12. Working closely with relevant departments to produce and maintain help guides and videos to support customers at all stages in the journey;
13. Conduct online training sessions for basic system navigations enabling customers to get the most out of their tools and services;
14. Provide cover as needed to any other administrative function within the Company;

Events

15. Carry out administration duties to ensure the smooth running of all Ascentis group events, working closely with departments as required. Including booking and planning;
16. Prepare materials and arrange for the delivery of all the required resources to and from the venue, in a timely manner to enable event success;

General

17. Monitor stock levels of all company branded stock inclusive of event stock and internal materials such as business cards and letterheaded paper, maintaining minimum stock levels;
18. Order necessary stock with approval of Marketing Communications Manager;
19. Front-line support for external visitors gaining access to Ascentis House and notifying relevant member of staff;
20. Securely handle the incoming post (and where necessary support with outgoing post), distributing to the relevant departments where necessary

Corporate Responsibilities

The following responsibilities apply to all roles:

1. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process;
2. Contribute to the improvement of customer service;
3. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role.

General Responsibilities for all Staff

As a member of staff at Ascentis you will be expected to:

4. Understand and be committed to the Ascentis Vision;
5. Work hard and flexibly to achieve your targets and those of the Company and be positive at all times;
6. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets;
7. Work flexibly to meet the needs of our customers;
8. Implement strategies to achieve continuous improvement in your own performance.

Status of this Job Description

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Success Measures

1. By targets set in the Customer Service Strategy and job description
2. Through customer surveys, including First Contact Resolution (FCR), Customer Satisfaction (CSAT), and Net Promotor Score (NPS)
3. Through the Performance Management process

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Accountability and Key Contacts:

Accountability

Customer Experience Team Leader, Marketing Communications Manager, Deputy Commercial Director, Commercial Director, Chief Executive Officer

Key Contacts

- Staff at all levels within Ascentis
- Examinations Officers and Centre Coordinators
- Centre contacts
- Moderator/Verifiers

Key Attributes (E-Essential, D-Desirable, P-Potential):

1. Commitment to a high standard of customer service (E)
2. Professional and confident use of the telephone system (E)
3. Positive attitude to change, development and quality (E)
4. Understanding and experience of providing effective customer service (E)

5. Excellent verbal and written communication skills (E)
6. Be an effective team member (E)
7. Ability to organise and prioritise own workload (E)
8. Be empathetic and understanding to customer issues (E)
9. Competent and experienced in the application and operation of ICT, for database operations and word processing including basic desk top publishing (E)
10. Ability to achieve agreed targets and to work to deadlines (E)

Agreed:

Post Holder _____ Date _____