

Role Title

Customer Service Officer, Nigeria

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Business Delivery	PB4, Remuneration: Naira 5,431,443.00 per annum	Kano	Indefinite	Head of Customer Service

Role purpose

To contribute to the smooth running of the British Council's operations in Nigeria by delivering high quality customer service and sales targets as part of a larger team that is in line with corporate standards and policies. The post-holder will be the main point of contact for visitors, providing information about our services, counselling customers to ensure they make the right decisions regarding products and services and ensure enquiries are converted into sales.

About us

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

Geopolitical/SBU/Function overview:

By 2050 the population of Sub Saharan Africa will be 2 billion people, with the majority living in an urban environment. The region will have a middle class the size of Europe. 70% of the population is under the age of 25, and this demographic will grow at 15% year on year for the next 10 years. Generally, the region is becoming more politically stable. There are on average 50 elections each year, many of which are more open and transparent than before. Most countries in SSA are developing economies. Gender inequality remains and life for women and girls on the continent remains challenging.

While economic growth is significant, it comes from a low base. Income per capita has doubled and foreign debt levels have halved since 2000. Aspirations to become middle income countries as written in national development plans in the next 10 years are optimistic. The World Bank longer view forecasts that 'almost all' African countries will be middle income by 2050. Across the region government priorities focus on economic growth, education and skills,

and youth employment. The opportunity and challenge for prosperity and security is the population explosion, meeting aspirations of a youthful continent. Critical to this is improving the efficiency and effectiveness of the English and Exams businesses across the region. Two major global change initiatives to increase the effectiveness of these operations will be implemented in SSA over the next 2-3 years.

Main opportunities/challenges for this role:

- Work alongside marketing and business streams to increase income
- Deliver best in class customer experience to Nigerian customers and prospects and make them advocates of the British Council

Main Accountabilities:

• Customer service:

- To provide a consistent and positive customer experience in line with the Nigerian Customer Service Strategy and relevant corporate standards and policies.
- To handle first level enquiries received in person, by email or telephone on relevant aspects of the British Council's activities / products, in a friendly and professional manner, in line with Customer Service standards and, forward all 2nd level enquiries to relevant colleagues, ensuring they are attended to within specified timelines.
- To update and maintain standard responses and other information for enquiry handling and send out information by mail or telephone about British Council activities.
- To carry out all reception and registration duties as required by CSM in line with relevant corporate standards and policies.
- To participate in British Council activities as and when they occur, providing an effective presence, and ensuring that our requirements are met whenever activity takes place.
- To record all forms of customer data and records accurately (*E.g. EPRR dashboard activities*) to meet corporate CS standards (*E.g. Customer Management Framework, Mystery Shopping*).and inform strategic decision-making.
- To check the Customer Feedback box daily, responding to all feedback and customer comments and, where necessary, forwarding to relevant colleagues, ensuring they are attended to within specified timelines
- To cross-sell relevant British Council services and products where appropriate.
- To be responsible for recording and maintaining promotional material; order promotional material for Teaching Centre and Exams activities, supporting the effective implementation of the BC's corporate brand identity to required standards.
- To ensure ad-hoc helpers / ambassadors / interns are adequately trained & updated to deliver excellent customer service.
- To maintain an up-to-date contact database of all our customers, in relevant segments, within the agreed contacts spreadsheet.

• Sales

- To build rapport and be patient with the prospect in order to find out the objectives, needs and requirements of the prospect
- To be the single point of contact for prospects, guiding them through the journey from first enquiry to final sale
- To maximise conversion rates of enquiries to sales figures by communicating features and benefits of BC offers, convincing and persuading /guiding prospects to enrol.
- To maximise opportunities for cross selling and up selling

- To close the sale, maximising enrolment and protecting target achievement
 - To follow up with customers within the 1st month of their study at the British Council
 - To follow up with customers who do not sign up for a course after placement test
 - To revisit lapsed students via phone to reintroduce them to our products (warm calling)
 - To conduct phone-based surveys from time to time on why students did not register with us or return to us
- **Support to Exams**
 - To support the delivery of examination services / products (*E.g. processing exam applications*) to internal and external customers to defined quality standards, in order to meet customer needs, support the delivery of the In-Country Examinations Business Development Plan and, to enable the Council to meet its corporate objectives.
 - To collect and report money collected from customers for exam services on a daily basis according to FCCF and audit requirements, through cash desks and by issuing receipts for all income received; reconciliation and, processing refunds. Cash desks must be balanced and closed with actual received income accurately.
 - Coordinating with other Exams teams on an ongoing basis to ensure a seamless customer journey. This includes timely escalation of unresolved complaints to the concerned teams
 - To manage complaints in an effective manner to create in order to create better customer experience.
 - The position holder directly contributes to the customer service indicators like customer feedback and mystery shopping, customer effort assessment scores for the centre for exams
 - The post holder will directly be managing the British Council exams systems like ORS / SRS for the registrations of candidates and will maintain high level of accuracy.
 - Accountable for the income receipt process and, Recognition and Reconciliation support to finance officer and exams manager
 - **Any other administrative duties that may be assigned by Management**

Key Relationships:

External: Customers, Visitors, Young, Parents, *Visitors, Customers, Enquirers, Exam Candidates, Venue Staff, External Stakeholders – i.e. partners, UK Exams Board representatives*

Internal: Examinations Business Managers, Business Support Team, Facilities, Finance, IT, *Head of Customer Service, Customer Service colleagues Nigeria, Exams Team Nigeria, Regional Customer Service Lead, UK Customer Management Team, Strategic Business Unit Leads, Marketing Communications Team.*

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	<i>All applicants should have a pre-existing legal status to live and work in Nigeria. British Council will not facilitate / sponsor visa applications and work permits.</i>	Shortlisting

Direct contact or managing staff working with children?	Yes/No	Yes
Notes		
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Fluency in written and spoken English <ul style="list-style-type: none"> Shortlisted candidates will need to demonstrate that they meet the required standard through the APTIS test which will be administered as part of the recruitment and selection exercise 		Shortlisting
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Education to degree level or equivalent. 	Customer Service Qualification	Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Dealing with customers and enquiries in a service environment Experience in digital communication (i.e. social media, website) At least two years working in a reputable customer service environment Providing and monitoring service with quality standards Working quickly and accurately to tight deadlines. Strong attention to detail Experience in handling and reporting on payments from customers Experience dealing with difficult customers Strong verbal and written communication skills 	<p>Experience in public sector, education or related services industry</p> <p>Managing and training casual staff</p> <p>Knowledge of the education and qualification systems in UK and Nigeria</p> <p>At least one-year sales experience</p>	Shortlisting
British Council Core Skills		Assessment Stage
Essential	Desirable	

<ul style="list-style-type: none"> ▪ Communicating and Influencing (Level 2): Displays good listening, writing and speaking skills, setting out logical arguments clearly and adapting language and form of communication to meet the needs of different people/audiences. ▪ Managing Finance and Resources (Level 2) Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team. ▪ Developing Business (Level 1): Applies a range of standard analytical techniques to support business development – e.g. pricing tools, revenue tracking, monitoring sales prospects, audience figures or profit margin. ▪ Using Technology (Level 2): Works as advanced practitioner on BC systems and social media platforms ▪ Managing Accounts and Partnerships (Level 1): Able to research business issues and contacts in stakeholder and potential partner organizations to support account management and business development. 	Shortlisting and interview
British Council Behaviours	Assessment Stage
<p>Connecting with Others (Essential): <i>Actively appreciating the needs and concerns of myself and others.</i></p> <p>Working Together (Essential): <i>Ensuring that others benefit as well as me.</i></p> <p>Being Accountable (Essential): <i>Showing dedication to the long-term mission of the British Council or team</i></p> <p>-----</p> <p>Making It Happen (Essential*): <i>Delivering clear results for the British Council</i></p>	To be assessed at Interview
Prepared by:	Date:
Head of Customer Service	June 2019