

Role Title

Ref No- 18/11/256

**Customer Services Officer**

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Full time	4	Dhaka	Indefinite	Customer Services Manager

Role purpose

Main duty of Customer Services Officer is to promote and cross selling the British Council products and services with the highest quality standard as the first point of contact to meet the business targets.

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.

Function overview

The British Council is well-established in Bangladesh having opened its first office in 1951. This is a large, high priority British Council operation, part of the South Asia region, which has seven offices in three cities (Dhaka, Chittagong & Sylhet).

All these centers in these cities have customer service points and work with a range of external partner organizations as well through which customers register for different services or take part in diverse program activities.

The Customer Services team operates seven days in a week and all the CS team members usually work for a 5-day week based on a roaster/shift system.

Main opportunities/challenges for this role

**Opportunities**

- Training on customer services management
- Chance to enhance sales skills while communicating/networking with diverse group of stakeholders

## Challenges

- Challenges include right attitudes, skills, behaviors and knowledge in accordance with British Council Customer Service Standards

## Main Accountabilities:

### Customer Experience and Management:

- Handle all customers enquires as per the defined British Council standards and ensure that the interaction invokes trust, and the enquirer feels inspired and finds it easy to do business with the British Council
- Provide customer services face to face, and through call centre, e-mail, live chat, Facebook
- Handling of first and second level customer complaints as per Customer Management Framework guidelines
- Register or enrol customers for the appropriate British Council service or activity including Examinations Services, Cultural Centre, Teaching Centre, Programmes etc. by offering them proactive support to facilitate the processes
- Provide a meet and greet service, welcome all visitors, members and customers to the British Council in a friendly and professional manner, and ensure that customers are directed to the appropriate person or place efficiently
- Maintain high level of positive interaction and information flow with and between various internal teams, and to be proactive in developing the knowledge base. Update and collect data on customer transactions, and all enquiries are logged, and statistics are maintained accurately.

### Sales and Product Promotion:

- Listen to customers attentively and use the acquired information to improve the relationships by sharing appropriate information across the organization
- Issue receipts for customers' transactions over the front desk and carry out correct accounting into the British Council financial system
- Convert the valid enquiries to sales to contribute to the growth of British Council
- Cross sell and upsell all products of the British Council to customers and gather as much as information to have a healthy database of customers

### Meet and Greet Service:

- Provide a meet-and-greet service, welcoming all visitors, members and customers to the British Council in a friendly and professional manner and ensuring that they are directed to the appropriate person or place, quickly and efficiently.
- Involve in customer relationship developmental activities to enhance their experience from customer satisfaction to customer delight
- To convert enquiries into sales by registering or enrolling customers for the appropriate British Council service or activity, offering them proactive support to facilitate the process
- To perform all assigned Administrative duties such as, but not limited to: stock management, customer notices etc.

### Support Duties:

#### Product Knowledge

- Acquire and maintain an excellent level of product knowledge at all times. Liaison and training via product owners is a necessary part of this activity that requires a proactive approach at all times
- Provide correct information of product price, discounts and offers/new products at all times. This requires liaison and training via sales and business managers
- Maintain and update all databases and reports in a timely and accurate manner

### Sales and Marketing Support:

- Participate and/or provide sales support in all sales and marketing events (in or out of the centre) with the purpose of creating awareness and generating leads for the centre

**Finance:**

- Accurately handle cash, credit card, cheque and direct bank transfer collections for all types of payments, and properly record them in the Customer Management System, Salesforce and TCMS. The collection process is required to be completed according to the British Council payment and finance policy

**Key Relationships:****Internal**

Teaching Centre, Marketing, Facilities, Finance, IT

**External**

Customers, Visitors, Young learner students, Adult students, Parents

**Role Requirements:**

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	Bangladeshi passport holder or legally entitled to work in Bangladesh.	<i>Shortlisting</i>
<b>Direct contact or managing staff working with children?</b>	Yes	<i>Shortlisting and/or Interview</i>
<b>Notes</b>	<p>The post holder will be required to work on weekends, holidays and different operation locations in Dhaka. You must have the flexibility to work beyond the prior agreed work schedule</p> <p>This post holder has a scope to work with children directly and indirectly. Therefore, s/he needs to understand the importance of child protection and ensure that Child Protection policy and procedures are in place to offer maximum protection of children and young people at all relevant events and activities and will ensure compliance with British Council Child Protection policy.</p>	<i>Shortlisting</i>
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
English Language at Proficiency Level equivalent to IELTS band score 6.5		<i>Shortlisting</i>
Qualifications		
<i>Essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
Graduate in any discipline	<i>Business graduate</i>	<i>Shortlisting</i>
Role Specific Knowledge & Experience		

<b>Essential</b>	<b>Desirable</b>	<b>Assessment Stage</b>
<ul style="list-style-type: none"> <li>At least 2-years of providing customer services and/or sales preferably in the services industry</li> <li>Experience of working with children.</li> </ul>	<ul style="list-style-type: none"> <li>Experience in sales, contact centre or telesales</li> <li>Customer Relationship Management System</li> </ul>	<i>Shortlisting and/or interview</i>
<b>Role Specific Skills</b>		
<b>Essential</b>	<b>Desirable</b>	<b>Assessment Stage</b>
<ul style="list-style-type: none"> <li>Excellent sales and MS office skill</li> <li>Ability to work in a way that promotes the safety and wellbeing of children.</li> </ul>		<i>Shortlisting and/or Interview</i>
<b>British Council Core Skills</b>		<b>Assessment Stage</b>
<p><b>Communicating and influencing (Level 2): Relates communications to circumstances</b> 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.</p> <p><b>Managing finance and resources (Level 1): Uses resources efficiently</b> Uses resources efficiently in own role and complies with financial rules and procedures.</p> <p><b>Using technology (Level 1): Operates as a basic user of information systems, digital and office technology</b> Able, with adjustments if necessary, to use office software and British Council systems to do the job and manage documents or processes.</p>		<i>Shortlisting and/or Interview</i>
<b>British Council Behaviours</b>		<b>Assessment Stage</b>
<p><b>Being Accountable (Essential):</b> Delivering my best work in order to meet my commitments</p> <p><b>Making It Happen (Essential):</b> Delivering clear results for the British Council</p> <p><b>Connecting with others (Essential):</b> Making regular opportunities to understand others better</p> <p><b>Working Together (Essential):</b> Establishing a genuinely common goal with others</p>		<i>Interview</i>
<b>Prepared by:</b>		<b>Date:</b>
Mohammad Mahabub Alam Head Customer Services & Sales, Customer Service		June 2018

*“The British Council believes that all children have potential and that every child matters - everywhere in the world. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989”*

*“The British Council is committed to a policy of equal opportunity. Our policy aims to ensure that no job applicant or employee receives less favourable treatment on the grounds of gender, age, disability, ethnicity, religion or marital status. We guarantee an interview to disabled candidates who meet the essential criteria”*