

Role Title

Sales and Customer Management Officer (Front Line)

Role Information

| Role Type | Pay Band | Location | Duration | Reports to: |
|------------------------------|----------|----------|------------|----------------|
| Sale and Customer Management | PB 3 / J | Ladprao | Indefinite | SCM Supervisor |

Role purpose

- The main duty of a Sales & Customer Management Officer is to ensure a high quality, welcoming and efficient integrated customer service experience to all new and existing customers with the purpose of meeting/exceeding sales and customer management targets across all British Council services
- To act as British Council's ambassador and provide top quality, welcoming and efficient integrated sales customer engagement experience to all new and existing customers and deliver Sales & Customer Management targets in order to enable the Council to meet its business targets and objectives.

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:

British Council Thailand is one of the biggest in the global network with thousands of adult and young learner students studying with us at any one. Our customers engage with us face-to-face, online, through email and via the phone. The main duty of the Administrative Executive is to provide quality back-end and operational support to the British Council Sales & Customer Management Team.

The teaching centre and sale and customer management team operate Monday to Friday 8:30 am – 7:30 pm and on Saturday/Sunday from 08:30 – 7:00 pm. The post holder will be required to work a 5-day week on a shift system from Monday to Sunday. Evening and weekend working is required on a regular basis.

Main opportunities/challenges for this role:

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The British Council is a full member of Keeping Children Safe (KCS) and has achieved level 1 child safe certification. We believe that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989 and that every child matters - everywhere in the world. In line with the British Council's Child Protection policy, any appointment is contingent on thorough checks including criminal record checks, in line with legal requirements.

- To perform all sales and customer management duties in a timely, accurate and professional manner
- To execute the sales and customer management plan as assigned
- To achieve and exceed agreed individual targets and KPIs

Main Accountabilities:

Sales

- To respond to all SCM related enquiries professionally with the purpose of generating excitement and interest in our products and driving the customers to visit the centre for a face-to-face consultation and register to English Courses according to the British Council's standard
- To follow up leads as assigned and encourage customers to visit the centre for consultation services and registration and to provide report of leads follow-up.
- To provide consultations to all prospect/leads by identifying / building up their needs, handling objections and recommending a course that best suits them in order to close deal.
- To give suggestion on classes to open in each term to SCM supervisor to reflect mainstream of customers demands.

Customer management

- To provide an exceptional level of customer engagement to all existing customers to ensure that all their needs and requests are taken care of.
- To handle level 1 & 2 complaints/feedback according to the "Complaint Management Policy".
- To follow up with existing students on incidents e.g. absent / movement and cancellation or failing students.
- To arrange and support meetings with Branch manager, teachers and translation.
- To screen/examine all credit and refund request before submitting the documents to supervisors
- To be the first point of contact at FOH for credit or refund request

Registration of new customers for Teaching Centre

- To ensure that all new customers are registered
- To understand the reasons for PT taken and not-registered and identify solutions
- To ensure that waiting list records are regularly updated, followed up and maintained.
- To ensure that all records are updated and maintained accurately.

Re registration of existing customers for Teaching Centre

- To ensure that all existing customers (in the case of Younger Learners – their parents) are informed of re-registration periods in writing, in-house poster, telephone calls, SMS, line group and class visits in a timely manner.
- To make regular follow up telephone calls to existing customers during the term with the purpose of engaging customers, maintain positive customer relationship and encouraging them to re-register.
- To ensure that waiting list records are regularly updated, followed up and maintained.

Administration & Finance

- To register/reserve/waitlist students in appropriate classes and details are entered in the system accurately.
- To receive examination applications fully checking with information recorded before customer leaves.
- To handle cash desk in the system and ensure that payments received for course/placement test/examination registration and other products/services of SCM Officers is daily accurate before sending the report to Finance & admin staff.
- To respond to all refunds enquiries in a timely and accurate manner.
- To follow up aged debtor report list, inform customers to spend their credits in the system.
- To provide necessary data to operation & system team for incentive monthly report preparation.

Placement tests

- To book a level test and enter details in the system accurately.
- To ensure that all level test candidates are given clear and accurate information about placement test function, procedures and timing
- All level testing sessions are supervised and organised efficiently and courteously and candidates are helped proactively.

Data collection and reporting

- To ensure that all databases and reports are updated and recorded in timely, accurate manner.

Sales & Marketing Support

- To provide participation 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.
- To provide concrete feedback on British Council campaigns and promotions to supervisors to raise brand awareness and generate enquiries for sales.

Maintenance of front of house

- To ensure that marketing and PR collateral is properly displayed and well stocked.
- To monitor equipment and furniture in FOH area to ensure in good working order/condition.

Others

- Any other teaching centre and SCM related duties as assigned by the Line Manager from time to time.

Key Relationships:

- **External:** customers, young learner students, adult students, parents.
- **Internal:** DELS, SCM team, Academic team, Marketing team, Facilities, Finance, IT and HR.

Role Requirements:

| Threshold requirements: | | Assessment stage |
|---|---------------------------|-------------------------|
| Passport requirements/ Right to work in country | Right to work in Thailand | Shortlisting |
| Direct contact or managing staff working with children? | Yes | Interview |
| Person Specification: | | Assessment stage |
| Language requirements | | |
| <i>Minimum / essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| ▪ Fluent in both English & Thai | | Shortlisting |
| Qualifications | | |
| <i>Minimum / essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| ▪ Education to tertiary level at any disciplines | | Shortlisting |
| Role Specific Knowledge & Experience | | |
| <i>Minimum / essential</i> | <i>Desirable</i> | <i>Assessment Stage</i> |
| ▪ At least 1-2 years experience in sales and customer management environment of | | Shortlisting |

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|--|----------------------------|
| education or services related field | |
| Role Specific Skills (if any) | Assessment Stage |
| <ul style="list-style-type: none"> ▪ <i>Be able to work under the situation/events that related to children or parents.</i> | Interview |
| British Council Core Skills | Assessment Stage |
| <ul style="list-style-type: none"> ▪ Communicating and Influencing (Level 2): Relates communications to circumstances <i>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.</i> ▪ Planning & Organizing (Level 2): Plans ahead <i>Organize own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</i> ▪ Analyzing data and problems (Level 2): Is systematic <i>Breaks down problems into a list of tasks to be done and decides on appropriate action.</i> ▪ Managing Finance & Resources (Level 2): Uses financial systems and processes <i>Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team.</i> ▪ Using Technology (Level 1): Operates as a basic user of information systems, digital and office technology <i>Able to use office software and British Council systems to do the job and manage documents or processes.</i> | Shortlisting AND Interview |
| British Council Behaviours | Assessment Stage |
| <p><i>Making it happen</i> <i>Establishing a genuinely common goal with others (More demanding)</i></p> <p><i>Working together</i> <i>Establishing a genuinely common goal with others (more demanding!)</i></p> <p><i>Being accountable</i> <i>Delivering my best work in order to meet my commitments (More demanding)</i></p> <p><i>Connecting with others</i> <i>Making regular opportunities to understand others better (Essential)</i></p> | Interview |
| Prepared by: | Date: |
| Hilda Huang Head, Sales and Customer Management | 01/06/2017 |