

Role Title

Sales and Customer Management Officer (Front Line) –(THA-NT-1822)

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Sales and Customer Management	3 (Grade J)	Siam Square Bangkok	Indefinite	Sales and Customer Management Supervisor

Role purpose

The main duty of a Sales & Customer Management (SCM) 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 post holder will work 8.5 hours per day (including 1-hour lunch break) and a 5-day week on a shift system from Monday to Sunday. Evening (e.g. finish at 9:30pm) and weekend working is part of the rota. It may be necessary on occasions to cover for colleagues at other centres

Main opportunities/challenges for this role:

- 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

Sales

- 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 British Council's standards
- Follow up leads as assigned and encourage customers to visit the centre for consultation services and registration and to provide reports of leads follow-up
- 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 the deal
- Give suggestions on classes to open in each term to the SCM Supervisor to reflect the mainstream of customers' demands

Customer management

- Provide an exceptional level of customer engagement to all existing customers to ensure that all their needs and requests are taken care of
- Handle level 1 and 2 complaints/feedback according to the Complaint Management Policy
- Follow up with existing students on incidents e.g. absent/movement and cancellation or failing students
- Arrange and support meetings with the Branch Manager, teachers and for translation
- Screen/examine all credit and refund request before submitting the documents to Supervisors
- Be the first point of contact at Front Of House (FOH) for credit or refund request

Registration of new customers for Teaching Centre

- Ensure that all new customers are registered
- Understand the reasons for placement tests taken and not-registered and identify solutions
- Ensure that waiting list records are regularly updated, followed up and maintained
- Ensure that all records are updated and maintained accurately

Re-registration of existing customers for Teaching Centre

- 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
- Make regular follow up telephone calls to existing customers during the term with the purpose of engaging customers; maintain positive customer relations and encouraging them to re-register
- Ensure that waiting list records are regularly updated, followed up and maintained

Administration

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

Placement tests

- Book a level test and enter details in the system accurately
- 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

- Ensure that all databases and reports are updated and recorded in timely, accurate manner

Sales & Marketing Support

- 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
- 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

- Ensure that marketing and PR collateral are properly displayed and well stocked
- 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 live and work in Thailand	Shortlisting
Direct contact or managing staff working with children?	Yes	Interview
Notes	The post holder will be required to work a 5-day week on a shift system from Monday to Sunday. Evening and weekend work are required on a regular basis.	N/A
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Fluent in both English & Thai 		Shortlisting and Interview
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Education to tertiary level in any disciplines 		Shortlisting
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ At least 1 to 2 years' experience in sales and customer management environment of education or services related field 		Shortlisting and Interview
Role Specific Skills		<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Be able to work under the situation/events that related to children or parents. 		Interview
British Council Core Skills		<i>Assessment Stage</i>
<ul style="list-style-type: none"> ▪ Communicating and Influencing (Level 2): Relates communications to circumstances 		Shortlisting and Interview

<p><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></p> <ul style="list-style-type: none"> ▪ 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> 	
British Council Behaviours	Assessment Stage
<ul style="list-style-type: none"> ▪ Making it happen (Essential) <i>Delivering clear results for the British Council</i> ▪ Working together (Essential) <i>Establishing a genuinely common goal with others</i> ▪ Being accountable (Essential) <i>Delivering my best work in order to meet my commitments</i> ▪ Connecting with others (Essential) <i>Making regular opportunities to understand others better</i> <p>Please note: the other behaviours below will not be assessed at interview. However, all behaviours will be used for performance management purposes.</p> <ul style="list-style-type: none"> ▪ Creating shared purpose (Essential) <i>Communicating an engaging picture of how we can work together</i> ▪ Shaping the future (Essential) <i>Looking for ways in which we can do things better</i> 	Interview
Prepared by:	Date:
Hilda Huang (Head, Sales and Customer Management)	21 June 2018