

## Role Title

**Customer Service Officer, Johannesburg**

## Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Business Delivery	PB4	South Africa - Johannesburg	1 Year Fixed Contract	Customer Services Manager

## Role purpose

To contribute to the smooth running of the British Council's exams operations in South Africa 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:

South Africa is an important exams operation for the British Council in Sub-Saharan Africa – delivering approximately 20,000 exams annually, as well as having responsibility for the delivery of exams in four other African countries (we call this cross-border collaboration CBC). The exams portfolio is diversified but our 2 major products are IELTS and School exams. We have offices in Johannesburg and Cape Town but run examinations in multiple locations (including 10 cities for IELTS).

The Customer Services team comprises of eight people that includes a Customer Service Manager and seven Customer Service Officers. Though this post reports to the Customer Service Manager, the customer services team works very closely with the Exams team.

## Main opportunities/challenges for this role:

- Work alongside exams, marketing and business streams to increase income
- Deliver best in class customer experience to customers and prospects and make

them advocates of the British Council

## Main Accountabilities:

### Customer Service (internal and external)

- To provide a consistent and positive customer experience in line with British Council Corporate Customer Service Strategy and relevant 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 second 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 record all forms of customer data and records accurately using appropriate tools (to enable the directorate meet corporate CS standards and inform strategic decision-making. To ensure the reception area is always professional looking
- 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 be responsible for recording and maintaining promotional material; order promotional material for 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.
- Interprets existing processes and policies to identify ways to resolve customer enquiries
- Develops relationships for effective customer enquiry handling at B2B and B2C with an agreed group of internal customers/stakeholders and actively shares, develops and disseminates information relevant to effective customer enquiry handling

### Sales

- To build rapport and be patient with prospective customers in order to find out their objectives, needs and requirements. Be pro-active and positive when dealing with all prospects
- To be the single point of contact for exam prospects, guiding them through the journey from first point of enquiry to final sale
- To maximise conversion rates of enquiries to sales figures by communicating features and benefits of British Council offers, convincing and persuading /guiding prospects to apply / buy
- To maximise opportunities for cross selling and up selling IELTS support materials including preparation packs and IELTS preparation workshops
- To close the sale, maximising enrolment and protecting target achievement
- To have detailed product knowledge through interaction with product managers.

### Support to Exams Operations

- To provide energy and purpose in following the Marketing Action Plan and in agreement with the Customer Service Manager and Director Exams with a view to achieving test taker numbers and income targets
- 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 proof of payment receipts collected from customers for exam services daily according to FCCF and audit requirements
- 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 social media enquiries and complaints in an effective manner to create in order to create better customer experience.
- To proficiently use British Council exams systems including ORS / SRS for the registrations of candidates
- To exercise meticulous record keeping within the agreed frameworks including daily updates to key management tools such as the Client Relationship Management (CRM) spreadsheet
- To ensure that refunds and enquiry on result requests are processed in line with corporate standards
- To lead on the arrangements and communication regarding IELTS preparation workshops
- Examiner Management – use appropriate systems to schedule examiners for test sessions and maintain communication between the examiners and the exam operations team
- Manage all incoming and outgoing courier and ensure that a log is updated to show these movements. Courier includes handling of sensitive exams documents including Test Report Forms
- Managing the production of exam timetables and support distribution where required

### **Risk and Compliance**

- Follows local compliance and agreed corporate risk management procedures relevant to customer service delivery (e.g. Data Protection, Freedom of Information, Consumer Contracts Regulations, EDI, security policies, financial protocols, anti-fraud measures) to protect the interests of the British Council and its customers at all times
- Recognises and understands the impact of incidents arising (e.g. complaints, resourcing problems, logistical or technical difficulties) and pro-actively alerts Customer Service Manager and other Advisors to any issues of concern that are likely to impact service delivery or customer experience

### **Managing Self**

- Works independently to plan and prioritise case workload, responding to changing requirements to ensure effective delivery of responsibilities over a daily/weekly time horizon
- Reacts to unexpected circumstances and can deliver customer support in extenuating circumstances via flexible working
- Provides information and support on agreed work areas to new members of the team and supports Customer Service Manager in training new starters and providing guidance to colleagues as and when required

## Key Relationships:

**External:** Customers, Visitors, Schools candidates, Professional and University candidates, Parents, Exams Candidates, Vendors (courier company), IELTS Examiners

**Internal:** Other team members of the Sales & Customer Management Team, Examinations Business Managers, Business Support Team, Marketing, Facilities, Finance, IT

## Role Requirements:

Threshold requirements:		Assessment stage
<b>Passport requirements/ Right to work in country</b>	Right to Live and Work in South Africa Yes – must have passport	Shortlisting
<b>Direct contact or managing staff working with children?</b>	YES. Appropriate police checks required	Shortlisting
<b>Notes</b>		
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
English Proficiency Level - IELTS Band 7		Shortlisting and interview
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
University degree / National Diploma	Institute of 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"> <li>▪ At least two years working in a reputable customer service environment</li> <li>▪ Experience of working with a wide variety of customers</li> <li>▪ Experience of handling complaints</li> </ul>	<p>Knowledge of CRM and SAP</p> <p>Experience of developing cross-departmental relationships</p>	Shortlisting

<b>Role Specific Skills (if any)</b>	<b>Assessment Stage</b>
<p>At least one-year sales experience</p> <p>Excellent telephone and writing skills</p>	Shortlisting and Interview
<b>British Council Core Skills</b>	<b>Assessment Stage</b>
<p><b>Managing People – Level 1</b>  <b>Supports others</b>  Provides support to less experienced members of the team and is aware of individual differences. Helps colleagues perform tasks and use systems and processes.</p> <p><b>Communicating and Influencing – Level 3</b>  <b>Is creative and adaptable in communications</b>  Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging.</p> <p><b>Planning and Organising – Level 2</b>  <b>Plans ahead</b>  Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people.</p> <p><b>Managing Finance and Resources – Level 1</b>  <b>Uses resources efficiently</b>  Uses resources efficiently in own role and complies with financial rules and procedures.</p> <p><b>Using Technology – Level 1</b>  <b>Operates as a basic user of information systems, digital and office technology</b>  Able to use office software and British Council systems to do the job and manage documents or processes.</p> <p><b>Managing Risk – Level 2</b>  <b>Supports a risk management culture</b>  Has track record of identifying and highlighting risks and suggesting</p>	Shortlisting and interview
<b>British Council Behaviours</b>	<b>Assessment Stage</b>
<p><b>Connecting with others – More Demanding</b>  Making regular opportunities to understand others better</p> <p><b>Making it happen – More Demanding</b>  Essential: Delivering clear results for the British Council</p> <p><b>Working together – More Demanding</b>  Essential: Establishing a genuinely common goal with others</p>	Shortlisting and Interview

<b>Prepared by:</b>	<b>Date:</b>
Jeanet Theron	5 February 2019