

## Job Description

<b>Name:</b>	
<b>Title:</b> Customer Service Advisor (IDL)	<b>Department:</b> Customer Experience
<b>Reporting to:</b> Customer Experience Manager	<b>Grade:</b> 7
<p><b>Job Purpose:</b></p> <p>Reporting to the Customer Experience Manager, the Customer Service Advisor (IDL) will provide exceptional customer service throughout the customer journey and a high level of support in order to achieve the annual retention target. Undertaking various types of activity to ensure positive interactions with all customers whilst handling reactive and proactive support, questions, queries and complaints.</p> <p><b>Job Responsibility:</b></p> <ol style="list-style-type: none"> <li>1. Provide exceptional customer service to ensure renewal of product licences in order to hit the customer retention target;</li> <li>2. Provide ongoing advice and guidance to our customers on products and services with a view to increasing provision across the current customer base;</li> <li>3. Provide cross-customer team support for Ascentis as well as maintaining specialist product knowledge for IDL, to build flexibility and resilience in the team and support a unified customer experience strategy and operational plan for a consistently exceptional customer experience.</li> <li>4. Analyse management information from the Customer Relationship Management (CRM) system to drive retention rates and find trends for future plans and development;</li> <li>5. Maintain and build relationships with existing customers;</li> <li>6. Introduce process improvements that strengthen and enhance service performance;</li> <li>7. Record &amp; Forward all new business enquiries to the relevant Intervention Advisor;</li> <li>8. Ensure the sales enquiry process is conducted in a timely manner whilst following internal procedures and ensures customer satisfaction;</li> <li>9. Be pro-active in contacting customers to ensure customer success, and contribute to the retention of customer accounts and license renewals;</li> <li>10. Effectively handle and resolve all incoming customer enquiries and coordinate customer training or support meetings as required to ensure customer success;</li> <li>11. Implement ongoing all customer contact strategies using a range of tools e.g. bulk email, carousel updates, online schedule training sessions, etc.;</li> <li>12. Update &amp; maintain the customer relationship management (CRM) system and other relevant databases creating and maintaining client contact details, interaction history and subscription details;</li> <li>13. convert cancellation enquiries to a positive outcome, or where unavoidable leave the customer with a lasting positive memory of their experience with IDL;</li> <li>14. Support Senior Managers' roles with administrative tasks;</li> <li>15. Train and support new staff in elements of the role as required.</li> </ol> <p>The following responsibilities apply to all roles:</p> <ol style="list-style-type: none"> <li>16. Contribute as required to regulatory compliance and engage with other processes including business continuity, risk management and the internal audit process;</li> <li>17. Contribute to the improvement of customer service and customer experience.</li> <li>18. Undertake any other responsibilities or tasks that are within the employee's skills and abilities whenever reasonably instructed commensurate to this role.</li> </ol> <p>As a member of staff for Ascentis you will be expected to:</p> <ol style="list-style-type: none"> <li>19. Understand and be committed to the Ascentis Vision;</li> <li>20. Work hard and flexibly to achieve your targets and those of the Company and be positive at all times;</li> </ol>	

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21. Actively support a problem-solving culture within your team by seeking to remove any barriers that stand in the way of achieving our targets;
22. Work flexibly to meet the needs of our customers;
23. Implement strategies to achieve continuous improvement in your own performance.

Success Measures:

- Achieve customer retention target
- Achieve delivery standards

Status of this Job Description

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

**Accountability**

Customer Experience Manager, Commercial Director, Chief Executive Officer

**Key Contacts**

- Current, new and potential customers
- Contractors and external suppliers

**Key Attributes (E-Essential, D-Desirable, P-Potential):**

1. Excellent verbal and written communication skills (E)
2. A creative, dynamic and smart approach to sales (E)
3. Commitment to a high standard of customer service (E)
4. Positive attitude to change, development and quality (E)
5. Effective team member (E)
6. Be motivated, flexible and willing to go the extra mile (E)
7. Ability to organise and prioritise (E)
8. Competent and experienced in the application and operation of ICT, in particular for database operations (E)
9. Ability to achieve agreed targets and to work to deadlines (E)
10. Experience in a sales and marketing support role (D)

**Agreed:**

Post Holder \_\_\_\_\_ Date \_\_\_\_\_