

Role Profile

Ref no:

Job Title	Customer Management Executive		
Directorate or Region	East Asia	Department/Country	Malaysia
Location of post	Kuala Lumpur	Pay band	H
Reports to	Customer Management Manager	Duration of job	Indefinite

Purpose of job:

The main duty of a Customer Management Executive is to ensure a high quality, efficient integrated customer service experience for all our students.

To act as British Council's ambassador and provide top quality services to customers while meeting all KPIs in order to enable the British Council to meet its business targets and objectives

Context and environment:

British Council Malaysia is part of the British Council's global network with adults and young learners studying with us. Our customers engage with us face-to-face, online, through email and via the phone.

Accountabilities, responsibilities and main duties:

1. CUSTOMER EXPERIENCE AND MANAGEMENT

To meet and exceed customer experience and management targets/KPIs as set out by the organisation

Customer experience

To deliver a unique British Council Customer Experience which supports the British Council brand, demonstrates our values, explains our purpose, promotes our ambitions and deliver the necessary emotional engagement to turn a satisfied customer into a positive relationship for the British Council.

Customer management

To provide an exceptional level of customer service to all customers to ensure their needs and request are taken care of either face to face, telephone or email.

Registration of new and existing customers for Teaching Centre and Exams

Students are registered accurately, records maintained and updated. They are also informed of the registration periods in a timely manner either via telephone, email or face to face.

Collection of payments

To complete the documentation and recording of payments for customers according to the standards specified in the CAMPUS/FABS Easy Step Guide and or POS Systems. The collection process is completed according to the British Council payment and finance policy.

2. SUPPORT DUTIES

Product Knowledge

To acquire and maintain an excellent level of product knowledge at all times. Liaison and training via product owners will be a necessary part of this with a proactive approach required at all times. Observation of classes and 'hands on' experience of the products is required.

Offer Knowledge

To acquire and maintain an excellent level of pricing, discounting and offer/product knowledge at all times. Liaison and training via sales and business managers will be required. A proactive approach, including input and feedback from frontline customer experience is expected.

Database Management & Record Keeping

To maintain and update all databases and reports in a timely and accurate manner

Sales & Marketing Support

To 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

To ensure accuracy in cash, credit card, cheque and direct bank transfer collections for all payments and this is recorded in the CAMPUS or POS system according to the CAMPUS/FABS Easy Step Guide and or POS Systems.

General

Other duties:

- to comply with the Standing Operating Procedures (SOP) as per the job requirement
- any other duties in support of the team's operation, as designated by Line Manager
- attendance at regular professional development, training and skills programmes as required
- full engagement with the performance management programme

3. PROJECT WORK

To participate in projects as agreed in Performance Agreement

Other Responsibilities and main duties

As part of the wider Customer Management Services team serving both new and existing customers you will be required to support and assist your colleagues from time to time in tasks that ensure the smooth running of the Centre. This might include participation at road shows, workshops and off site promotional events.

Key relationships: (include internal and external)

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

Internal : Teaching Centre, Marketing, Facilities, Finance and IT

Other important features or requirements of the job

The successful candidate will work a 5-day week on a rotating shift system from Monday to Sunday. Evening and weekend working is required on a regular basis.

Please specify any passport/visa and/or nationality requirement.	Right to work in Malaysia
Please indicate if any security or legal checks are required for this role.	Police checks, Pre employment medical checks

Person Specification

	Essential	Desirable/ Essential	Assessment stage
Behaviours	<u>Making it happen</u> Establishing a genuinely common goal with others (Essential)	Essential	Short listing and interview I
	<u>Working together</u> Establishing a genuinely common goal with others (Essential)	Essential	Short listing and interview
	<u>Being accountable</u> Delivering my best work in order to meet my commitments (More demanding)	Desirable	Not assessed at recruitment stage, but subjected to Performance management
	<u>Connecting with others</u> Making regular opportunities to understand others better (Essential)	Essential	Short listing and interview
	<u>Shaping the future</u> Looking for ways in which we can do things better (More Demanding)	Desirable	Not assessed at recruitment stage, but subjected to Performance management
	<u>Creating shared purpose</u> Making regular opportunities to understand others better (More Demanding)	Desirable	Not assessed at recruitment stage, but subjected to Performance management
Skills and Knowledge	Good written and oral communication skills in English and Bahasa Malaysia	Essential	Language assessment during interview process
	Customer management	Essential	Short listing and Interview
	Competent IT skills	Essential	
	Basic understanding of student registration systems (CAMPUS)	Desirable	
Experience	At least 1 year experience in customer service, preferably in the services industry.	Essential	Short listing, interview, references
Qualifications	Diploma/Degree in any discipline	Desirable	Short listing and interview

Submitted by	Anita Mammen	Date	10 October 2013
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