

## Role Profile

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# Customer Experience Manager Ukraine

## Customer Management (E&E)

Role information		
<b>Role type</b> Business Delivery	<b>Pay band</b> Grade 6/ G	<b>Reports to</b> Head of Customer Experience Ukraine
<b>Role purpose (max 450 words in total, 10 bullet points)</b>		
<p>This post will oversee and manage Customer Experience teams in Ukraine, consisting of customer and sales assistants and coordinators directly engaged in delivering an excellent Business-to-Customer (B2C) experience, making sure the team operates in accordance to defined standards and policies, and contributes to delivery of our Global Customer Management Mission.</p>		
<b>Role context (max 450 words in total, 10 bullet points)</b>		
<p>This role ensures that customers are at the heart of the work we do, by providing governing the implementation of the customer experience strategy in the respective countries that brings our business and programme activities closer to our audiences, working in partnership with all relevant teams and stakeholders so that respective country performance and customer satisfaction Key Performance Indicators (KPIs) are consistently met or exceeded and differentiation from competition reached and maintained.</p> <p>This post sits within our regional customer management team and is directly line managed by our Cluster Sales &amp; Customer Service Manager Black Sea and Wider Europe with strong matrix lines to our global Director Customer Management, Europe Sales and Customer service Manager, Cluster English Lead and Director Examinations Wider Europe.</p>		
<b>Main accountabilities (max 450 words in total, 10 bullet points)</b>		
<p><b>Support to Customer Experience Strategy and Vision implementation</b></p> <ul style="list-style-type: none"><li>Working closely with our Head of Customer experience and other key internal stakeholders to implement a customer experience strategy at the country level for commercial and grant activities ensuring that KPIs, impact and quality targets are met and in line with Global and country/cluster objectives.</li></ul>		

- Governs customer experience planning process in respective countries, ensuring that approach is based on relevant country data and in line with country context.
- Participate in evaluation process so that customer experience country performance is tracked, measured and analysed resulting in high Return on Investment (ROI) and meeting or exceeding relevant KPIs.
- Work closely with Customer Services, Sales and Experience Managers in the Wider Europe, Black Sea and Wider Europe cluster and Global Customer Management team to identify, share and promote best practice in relevant field(s).
- Identify trends of customer behaviour on the local (country/cluster) level and provide tangible data to support this in order to influence the development of new products and services.
- Share the findings of regular country/cluster end-to-end customer journey mapping exercises, customer reviews and customer insights with a range of functional stakeholders to enhance our product and service propositions, to add brand differentiation and to identify cost efficiencies.
- Support the identification and implementation of new approaches and/or techniques which enhance efficiency and the wider impact of customer service on the attainment of business objectives, sharing and promoting these across clusters, regions and the Global network as appropriate.
- Lead the improvements implementation, including revision and update of internal processes and customer journeys, and communication towards customers in order to improve the efficiency of the customer service function and to support provision of excellent customer experience.
- Act as a business partner to colleagues in the programme teams and businesses, supporting them to achieve the best results from their projects, products and services and ensuring that they meet their business objectives based on mutually agreed and regularly reviewed service level agreements which meet customer expectations as well as our own.
- Support the promotion of the customer experience mind-set and culture within the countries, ensuring that all stakeholders are consistent in their understanding of their contribution to the overall customer experience and business performance.

#### **Customer Services, Leadership and Management**

- Provides formal line management of country Customer Experience Teams (coordinators, assistants), including appropriate selection and effective performance management, including learning, capacity development and coaching of team members (including new starters) so that we are offering smooth, friendly, open and inclusive customer experience in line with set standards.
- Ensures that customer service and sales staff have been appropriately briefed on British Council procedures and receive the training required to allow them to successfully fulfil their duties.
- Plans and prioritises the work of the team including managing day to day operational performance, dealing with staff welfare, sickness, discipline, motivation and staff engagement issues, etc. to ensure high quality service delivery is always maintained.
- Maintains enquiry handling systems, supervises workflow, monitoring quality and volume of enquiries and responses, including setting and adjusting team rotas, shift patterns and timetables to ensure continuous delivery of high-quality service.
- Ensures team members receive appropriate induction and on-going customer experience, service and sales training in all relevant British Council products, procedures, and customer service practice.
- Acts as an escalation point for customer complaints with the aim of resolving as many as possible to the customer's satisfaction without the need to escalate further. Shares

the learning and action points from these complaints to drive business and process improvements.

- Takes end to end accountability for handling customer enquiries (related to any Strategic Business Unit – e.g. Examinations, Teaching Centre, Programs) via available channels in line with agreed British Council customer service performance standards to deliver a high-quality customer experience.
- Provides regular coaching, feedback and development based on active quality monitoring of face-to-face/calls/emails/social media to facilitate continuous service improvement.
- Extracts and analyses different data related to enquiries (including those held in relevant systems such as Salesforce CRM) to provide insight to key stakeholders.
- Contribute to planning and implementation of Teaching, Exams and Marketing plans by providing Customer Service and Sales specific input (i.e.: CS & Sales capacity, training needs, etc.).
- Being accountable for KPIs set by business that are in the scope of customer service and sales
- Keeps up to date with changes to British Council products and programmes and related information and communicates any changes in a timely manner in order to ensure the team has up to date resources for enquiries handling.
- Identifies opportunities to promote and cross-sell British Council services and products to customers.
- Carry out routine financial transaction appropriate to job role and level of responsibility and in accordance with British Council corporate financial procedures.

#### Analysis and Reporting

- Conducts analysis using a range of standard methodologies and across multiple data-sets (e.g. access/quality data, customer comments and complaints, mystery shopping, Customer Insight data) to provide high quality and evidence-based recommendations on procedural improvements and/or highlight resource requirements needed to enhance operational performance.
- Monitors and reports on the team's achievement of agreed customer satisfaction performance targets.
- Manages reporting to internal/external clients and customers in agreed areas and presents complex information clearly, using an appropriate combination of written, graphical and financial data/analysis, to enable evidence-based operational decision-making and planning.

#### Values and Policies

- Comply with all relevant codes of practice, industry regulations, legislation, the British Council's ethical code and policies including but not limited to our policies for: child protection, equal opportunity and inclusion, environment and our brand guidelines.

#### Person specification

#### British Council core competencies (sometimes referred to as Core Skills)

##### **Managing people (level 2). Supervises a small team**

Supervises a small team of people doing similar jobs to deliver short term tasks to agreed quality and time standards.

##### **Communicating and influencing (level 2). Relates communications to circumstances**

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.

### **Planning and organising (level 2). Plans ahead**

Organises own work over weeks and months, or plans ahead for others, taking account of priorities and the impact on other people

### **Analysing data and problems (level 2). Uses data**

Reviews available data and identifies cause and effect, and then chooses the best solution from a range of known alternatives.

### **Using technology (level 2). Operates as an advanced user**

Works as an advanced practitioner in the use of office software and/or British Council standard and social media platforms and trains or coaches others in their use

### **Managing accounts and partnerships (level 2). Works with stakeholders and partners**

Communicates regularly with diverse stakeholders, customers and/or partners to build mutual understanding and trust.

### **Managing projects (Level 2) Analyses project data**

Examines project data and performance, reporting on progress and recommending corrective action as needed.

### **Finance and Resource Management (Level 2)**

Uses financial systems and processes: Uses corporate financial systems and processes appropriately as part of the job and on behalf of a team.

### **Managing risks (Level 1) Follows good practices**

Demonstrates understanding of risk management policies and procedures and record of following them

### **Commercial and business development (Level 2) Analyses trends**

Researches markets and conducts cost/benefit analyses to identify new opportunities or recommend improvements to current initiatives

### **Role specific skills**

- **Computing skills (MS office, Excel)**
- **Excellent writing and communication skills.**
- **Good analytical skills and attention to detail.**
- **Experience in developing relationships with internal stakeholders.**

### **Role specific knowledge and experience (max 450 words in total, 10 bullet points)**

<b>Minimum/essential</b> <ul style="list-style-type: none"> <li>▪ Substantial experience in a customer management environment.</li> <li>▪ Proven experience of managing teams that meet high customer satisfaction levels.</li> <li>▪ Experience of handling complaints.</li> </ul>
<b>Desirable</b> <ul style="list-style-type: none"> <li>▪ Experience applying the basic principles of project management.</li> <li>▪ Experience of leading multi-location-based teams</li> </ul>
<b>Language Requirements</b> <p>Unless there are specific language requirements, the following default text will automatically be pre-populated in JPB unless changed or added to.</p> <p><i>“The British Council systems and global processes operate in English. Written and verbal proficiency in English is required”</i></p> <ul style="list-style-type: none"> <li>▪ Fluent written and spoken English.</li> <li>▪ Native in local language.</li> </ul>
<b>Education</b> <ul style="list-style-type: none"> <li>▪ University degree and/or equivalent qualifications/professional experience.</li> </ul>
<b>Professional Qualification and Certification</b> <ul style="list-style-type: none"> <li>▪ Minimum of 3 years professional experience in Customer services, Sales and Contact management services, experience in people management in Customer services</li> <li>▪ Desirable – Professional qualification in this area.</li> </ul>
<b>Additional job requirements (max 450 words in total, 10 bullet points)</b> <p>The text below is standard and will appear unless changed or added to.</p> <p><b>Proof of Identity requirements/right to work in country</b></p> <p>Candidates are expected to have researched whether they have the right to live and work in the country in which the role is based. Given that our offices have different legal status depending on the work we do in those countries, we recommend that you contact HR in country for additional information on the likelihood of securing a visa. Only at its discretion will the British Council provide support so please check first whether visa support is offered.</p> <p><b>Background Checks</b></p> <p>Initial and continuing employment with the British Council is subject to an annual background check. The job undertaken defines the nature of check(s) and assessment applied.</p> <p><b>British Council values and behaviours</b></p>

**The text below is standard and will appear unless changed or added to.**

**British council values and behaviours are applicable across our organisation, in all roles and at all levels. They are important because they say what we stand for at the British Council and help us to deliver our strategy. We use them to guide our decision making, as well as guiding how we treat one another and the people we work with. These will be assessed in the selection process. Our values are:**

**Open and Committed; Expert and Inclusive; Optimistic and Bold.**

**The behaviours for each values pair can be found on our [Intranet SharePoint site](#) for internal staff and at our Careers portal for external applicants.**

**For Recruiter / Hiring Manager use only**

<b>Proof of Identity requirements/right to work in country</b>  Candidates are expected to have researched whether they have the right to live and work in the country in which the role is based. Given that our offices have different legal status depending on the work we do in those countries, we recommend that you contact HR in country for additional information on the likelihood of securing a visa. Only at its discretion will the British Council provide support so please check first whether visa support is offered.	Shortlisting
<b>Background Checks</b>  Initial and continuing employment with the British Council is subject to an annual background check. The job undertaken defines the nature of check(s) and assessment applied, please identify the one screening category considered relevant for this job:  (Further guidance <a href="#">here on the intranet</a> )	Offer
<b>Senior Manager (PB9/SMP and all head of function/business area, Director or Country Director jobs at PB7/8).</b>	No
<b>Enhanced</b> (Finance people directly managing expenditure or revenue of or more than £1 million e.g. payroll, procurement, accountancy/controller).	No
<b>Enhanced Plus</b> (The job is considered regulated if the role holder has frequent (minimum of once a week) or intensive (more than 4 days in one month) occurs in a place giving access to children (e.g. School) or is the line manager of others undertaking regulated activity)	Yes
<b>Standard Screening</b> (If none of the above categories apply then the role is subject to standard screening)	No
<b>Role Profile completed by</b>	<b>Date</b>
<b>Name: Alina Butu</b>	April 2024

