

Role Title

Customer Excellence Consultant

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Customer Excellence Consultant	Grade J	Kyiv, Ukraine	Fixed term contract	Customer Excellence Coordinator

Role purpose

Deliver high quality services to internal and external customers and clients by adhering to global customer service standards of excellence and secure excellent sales results in order to enable the Council to meet its sales targets in the main British Council Ukraine office as well as the off-site premises.

This role requires analytical thinking skills and good organisational skills. Attention to detail and high levels of professionalism are also essential. In addition, the post holder will be expected to be pro-active and customer orientated with excellent communication and computing skills.

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.

The British Council is an equal opportunities and diversity employer, and the post-holder will play a role in ensuring that Equality, Diversity and Inclusion policies are consistently applied through the Human Resources operation.

The British Council has a fundamental duty of care of all children engaged in activities with us under our mandatory Child Protection Policy. All our employees must be familiar with and follow the Child Protection Code of Conduct. The British Council affirms the position that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC 1989.

<https://www.britishcouncil.org/organisation/transparency/policies/child-protection>

Geopolitical/SBU/Function overview:

The Teaching Centre in Kyiv has an excellent reputation among our target customers and the maintenance of this reputation is critical to future growth. We currently have over 900 Adults each term and around 1030 Young Learners. Corporate and one to one courses are a segment targeted for future growth while our CELTA and TYLEC courses continue to be popular.

The exams business focuses on IELTS, ACCA, Professional and University exams. The British Council also runs a programme of activities in the Arts, Higher Education, English and Society engaging directly with more than 100,000 people in 2015 and with a further 2,300,000 using our digital services, including English language resources and more than 1 ml using our publications and broadcast products. Partners and participants are also important to us as customers, requiring high standards of customer care.

Part of the Integrated Sales and Customer Management department lead by the Head of Sales and Customer Management, Customer Excellence team provides high quality customer services both to internal and external customers and is the first point of contact for all level enquiries. Team consists of 4 Customer Excellence Assistants, Teaching Centre Administrative Assistant and is supplemented by part-time call-in assistants.

Flexible working hours required to cover a shift pattern which includes Saturdays in accordance with the rotation schedule.

Rotation schedule consists of:

- 09:00 - 17:30 shift
- 11:30 - 20:00 shift
- 09:00-17:30 Saturday

Main opportunities/challenges for this role:

The Customer Excellence Consultant's role entails continuous interactions with customers in many different ways – via phone in the Call Centre, face-to-face at the Front Desk, responding to e-mail enquiries and registering customers for English courses or exams. It can be hard but rewarding work, in which an ability to inspire customers is a key factor to success. There may be peak periods with a line of customers waiting for a fast, professional and cheerful service. Very often the post holder would need to find quick solutions to the most difficult customer requests and deal easily with customer demands. The work is about identifying customers' needs, proactively sell British Council products that is reflected in the conversion rate from an initial enquiry to the next step in the customer journey. Above all, it is about providing excellent service and exceeding customer expectations.

Main Accountabilities:

Customer services and sales

Deliver professional customer service to both internal and external customers at distinct areas of the customer excellence department:

- Front Desk
- Call Centre

Face to Face duties

- greet all prospects in a warm professional manner
- build rapport with the prospect in order to find out the objectives, needs and requirements
- to proactively present accurate and relevant SPs (Selling Points) and USPs (Unique Selling Points) offered by British Council Ukraine
- to maximise opportunities for cross selling and up selling
- to delight the customer in terms of the experience and to help the customer to buy,
- to close the sale/interaction, maximising enrolment

Telephone and E-mail enquiries

- to answer all calls with a polite and pleasant manner according to corporate telephone standards – call greeting, call handling and call closing

- to maximise conversion rates of enquiries to sales figures by communicating features and benefits of BC offers, convincing and persuading prospects to enroll

Customer Liaison and follow up

- to follow up with customers who test but do not place
- to revisit lapsed students via phone or e-mail to reintroduce them to our product
- know the reasons for student not registering or dropping out
- Own customer feedbacks by making clear notes on an enquiry/complaint, channelling them to relevant members of staff and by ensuring the answer is given on time.
- To acquire and maintain an excellent level of the product knowledge at all times via website, proactive liaison with colleagues and product sessions if necessary.
- Observation of classes and “hands on” experience of the products is required.

Teaching Centre (TC) and Exams registrations

- Deliver registrations for Teaching Centre and Exams on a continuous basis and proactively cross-sell all relevant British Council services which customers may be interested in.
- Prepare and take responsibility for handling relevant documents to TC and Exams customers, such as invoices, information flyers and so on.
- Ensure confidentiality and safety of documents and transactions
- Assist in conducting placement testing and coordination of online registration for placement testing system.
- Manage waiting lists, reservations and movements of TC customers

Collaboration relationship management

Manage CRM system to support proactive cooperation with customers and increase conversion rates from enquiry to PT registration and from PT registration to course registration.

Other

- Perform role assigned in SAP system on request
- Respond and be responsible for delivery of Teaching Centre administrative tasks in the interest of operation, as formulated by the Teaching Centre administration.
- Work in close co-operation with the TC administrative assistant and be prepared to take responsibility for the assigned TC administrative tasks.

Training and Development

- Personal development plans support performance and job satisfaction
- Learning and development plans to be agreed with the Line Manager
- All mandatory trainings are passed within one month after joining BC and refreshed every three years

Key Relationships:

Internal

- Customer Excellence Manager
- Customer Excellence Coordinator
- Sales Coordinator
- Deputy Teaching Centre Manager
- Senior Teachers
- Examinations Services Manager and other Exams colleagues, Arts, Education and Society SBU colleagues

External

- British Council customers (TC, Exams and other)

Role Requirements:

Threshold requirements:

Assessment stage

Passport requirements/ Right to work in country	You must have the right to live and work in the country in which the role is based.	<i>Shortlisting</i>
Direct contact or managing staff working with children?	No	<i>N/a</i>
Notes	Criminal record check (Child Protection check), medical check, references check	<i>Before final job offer</i>
Person Specification:		Assessment stage
Language requirements		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> English at a minimum of B2 level Fluent Ukrainian and Russian 		<i>Shortlisting English language test before interview</i>
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> University degree 	Customer Service Qualifications	<i>Shortlisting</i>
Role Specific Knowledge & Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Experience of working in a team and effective communication with others 	<p>Working with customers via phone, face-to-face, email</p> <p>Experience in using CRM systems</p> <p>Understanding potential markets/customers</p>	<i>Shortlisting</i>
Role Specific Skills (if any)		Assessment Stage
<ul style="list-style-type: none"> Accuracy/attention to detail Computing skills (MS Office, Excel) 		<i>Shortlisting AND Interview</i>
British Council Core Skills		Assessment Stage
<p>Managing people (level 1). Supports others 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>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.</p> <p>Planning and organising (level 1). Is methodical Able to plan own work over short timescales for routine or familiar tasks and processes.</p>		<i>Shortlisting AND Interview</i>

<p>Analysing data and problems (level 1). Is systematic Breaks down problems into a list of tasks to be done and decides on appropriate action.</p> <p>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.</p>	
British Council Behaviours	Assessment Stage
<p><i>Working together (more demanding):</i> Ensuring that others benefit as well as me</p> <p><i>Connecting with others (more demanding):</i> Actively appreciating the needs and concerns of myself and others</p> <p><i>Making it happen (essential):</i> Delivering clear results for the British Council</p>	<i>Interview</i>
Prepared by:	Date:
Hanna Babko, Customer Excellence Coordinator	13 April 2021