

Role Title

Customer Excellence Call-in Assistant

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Call-in Assistant	Hourly-paid	Kyiv, Ukraine	fixed-term	Customer Experience Coordinator

Role purpose

Deliver high quality services to internal and external customers 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.

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. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

Geopolitical/SBU/Function overview:

Our large teaching centre in Kyiv has an excellent reputation among our 2,000 plus customers and the maintenance of this reputation is critical to future growth. We deliver lessons to Young Learners, Adults and Corporate Clients both at our main premises and across the city. Our Exams business delivers over 10,000 exams per year including IELTS, APTIS and a range of professional exams.

The British Council also runs a programme of activities in the Arts, Higher Education, English and Society. Partners and participants are also important to us as customers, requiring high standards of customer care.

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 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.

Main opportunities/challenges for this role:

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.

Main Accountabilities:

Customer services and sales

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

- Front Desk
- Call Centre

Face to Face duties

- greet all visitors and customers in a warm professional manner
- build rapport with customers in order to find out the objectives, needs and requirements
- ensure the best possible customer experience
- provide sales consultations to customers and close the sale/ re-sale interactions, maximising enrolment
- maximise opportunities for cross selling and up selling.

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.

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 important features or requirements of the job:

- Flexible working hours are required to support Customer Service operations. Your working hours will be scheduled within the following shifts and may cover from a couple of hours a day/week up to a full shift **depending on the operational needs and your availability.**
09:00 - 17:30
11:30 - 20:00
09:00 - 17:30 (Saturdays)
09:00 – 16:00 (Sundays)

Key Relationships:

Internal

- Customer Experience Manager
- Customer Excellence Coordinator
- Customer Experience Coordinator
- Sales Coordinator
- Assistant Teaching Centre Manager
- Senior Teachers

Examinations Services Manager and other Exams 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.	Shortlisting
Direct contact or managing staff working with children?	No	N/A
Notes	Criminal record check (Child Protection check), medical check	During first month after job offer

Person Specification:

Language requirements		
Minimum / essential	Desirable	Assessment Stage
<ul style="list-style-type: none"> English at a minimum of B2 level Fluent written and spoken Ukrainian 		Shortlisting English language test before interview

Role Specific Skills (if any)

Assessment Stage
<ul style="list-style-type: none"> Excellent communication skills Accuracy/attention to detail Computing skills (MS Office, Excel) Experience in sales will be a plus

British Council Core Skills

Assessment Stage
<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> <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 1). Operates as a basic user of information systems, digital and office technology Able to use office software and British Council systems to do the job and manage documents or processes.</p>

British Council Behaviours	Assessment Stage
<p><i>Creating shared purpose (essential)</i> Communicating an engaging picture of how we can work together</p> <p><i>Working together (essential):</i> Establishing a genuinely common goal with others</p> <p><i>Being accountable (essential):</i> Delivering my best work in order to meet my commitments</p> <p><i>Connecting with others (essential):</i> Making regular opportunities to understand others better</p> <p><i>Making it happen (essential):</i> Delivering clear results for the British Council</p> <p><i>Shaping the future (essential):</i> Looking for ways in which we can do things better</p>	Interview
Prepared by:	Date:
Customer Experience Coordinator	2 May 2023