

Role Title

Customer Service and Sales Officer

Role Information

Role Type	Pay Band	Location	Duration	Reports to
Customer Services	Grade J/ PB4	Colombo, Sri Lanka, South Asia	One year fixed term contract	Assistant Manager Customer Services

Purpose of job

To provide enquiry and registration services for full range of British Council offers and support the Meet and Greet function in respective offices. To work closely with business teams and aim to resolve customer enquiries in first contact. The post will play a key role in providing an engaging and friendly customer experience at our physical centres and on social media platforms and Web chat. Operate within clear guidelines, defined procedures and quality standards and is subject to close supervision.

The post holder collects and records information regarding enquiries as per the prescribed procedures and guidelines. The role is responsible for converting enquiries into registrations and contributes to meeting income and impact 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. Last year we reached over 65 million people directly and 731 million people overall including online, broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

British Council in Sri Lanka

In Sri Lanka, British Council is a vibrant operation with high brand recognition. Operating in 3 cities with established offices and in addition we currently have 2 partnership branches. We are celebrating 70 years of continuous presence in Sri Lanka. We have approximately 25,000 members in our library which is the largest membership in the British Council global network and run two of the largest British Council Teaching Centre and Exams operations in the world. Our total staff strength is over 225 across three offices; Colombo, Kandy and Jaffna. Customer Service is core to delivering and supporting our services.

Our strategy is to support education reform including quality teaching of English language, supporting social cohesion and reconciliation processes, enhancing skills and employability of the young people of Sri Lanka.

Context and environment:

Customer Service

The Customer Service function aims to deliver a high quality and engaging experience to our customers and respond promptly to the changing external context. We will use insight to put customers at the heart of what we do to and contribute to business objectives. We will focus on efficiency and effectiveness of the operation. The function will increase capability to deliver business targets, improve conversion rates, and first contact resolution through data led and continuous improvement approach. We will deliver a world-class customer experience as appropriate for a leading brand

We have a national call centre which responds to nearly 10,500 calls a month and an integrated customer service reception which handles over 6000 customers and 2000 e-mails on an average month in Colombo. Kandy and Jaffna operations are also similar, although the volumes of enquiries are comparatively lesser than Colombo.

Main Accountabilities:

Specific Accountabilities, responsibilities and main duties

Customer Experience and Management:

- Welcome all customers and visitors in a friendly and professional manner, Answer, all first level enquiries received in person, by mail, email, telephone, social media and web in a friendly and professional manner.
- The quality of customer interaction is proactive, customer friendly and compliant to British Council brand guidelines and Customer Service standards.
- Provide accurate information, promotional & registration material on all services offered by the British Council. Guide customers on the registration process and make all reasonable efforts to provide resolution at first contact.
- Build rapport with the prospect in order to find out the objectives, needs and requirements of the customer, and take their interest forward.
- Promote self-access solutions to customers and facilitate their journey by working flexibly as a floor walker.
- Contribute to customer service indicators like customer feedback and mystery shopping, customer effort assessment scores for the centre.
- All databases and records, and information files are kept up-to-date in line with requirements outlined by Customer Services Manager.
- All feedback and customer comments are passed on to the Assistant Manager on duty or Customer Service Manager within one working day and recorded in writing.
- Using the appropriate systems, to register and obtain payments from all customers, while adhering to the procedures in place. Effectively resolve and record customer enquiry, reason for contact and contact details on CRM or appropriate system.

Business delivery:

- Acquire and maintain an excellent level of product knowledge at all times.
- As duty officer ensure that designated tasks for the relevant shifts are completed accurately.
- Specific projects and responsibilities given to each member of staff (eg: product leadership or information management) are carried out in line with objectives.
- Flexibility to rotate between work stations, ie Call centre, villa reception, meet and greet, and integrated customer service desk.
- Flexibility to work extra hours during registration period in order to achieve the service level agreements on access and quality.
- Make sure that information brochures/ leaflets are replenished and are always available.
- Supports all aspects of the operation on the ground and offsite as per business and operational requirements.

Sales and Product Promotion:

- Cross sell and upsell British Council services to deepen the customer engagement with the British Council using a "soft sell" approach.

- Handling consultations and turning enquiries into sales while achieving the defined conversion targets.
- Make outbound calls when required, to support customers dropping out at different stages of the customer journey.

Risk & Compliance

- Maintain and record data in a risk averse manner and capturing customer consent on the required system
- Accurately and promptly manage day end reconciliation - Responsible for balancing physical cash, card payments, cheques & direct bank transfers with the final day end reports.
- Follow policies and procedures outlined by the Customer Service Manager.
- Familiarise on the Customer Service financial guide and ensure this is followed at all times.
- Assist duty manager to reconcile income and assist in the banking process when needed.
- Work closely with the Line Manager to ensure work is compliant with British Council systems and standards.

Key Relationships:

The post holder will need to develop successful relationships with;

Internal

- All operations, business support and programmes / project teams including English & Exams / Library & Education.
- Staff members across the entire office (IT/ Finance/ Facilities/Events)
- Freelance staff working with various units

External

- Enquirers who contact us through various channels to enquire about our services.
- Visitors, Parents, Stakeholders, High level contacts and delegates
- Services providers and vendors

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	Sri Lankan citizen or in possession of a valid work visa to work in Sri Lanka	Shortlisting
Security or legal checks required for this role	<p>The British Council believes that all children have potential and that every child matters - everywhere in the world. 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.</p> <p>Under our Child Protection agenda, the post-holder is required to obtain a Police Report, Medical report, three reference checks, three forms of ID and original qualifications prior to appointment.</p>	Short listing and Interview
Flexibility of working on rosters	Customer Services unit in Colombo operates on a seven-day week Monday to Saturday until 6.30pm and Sunday until 4.30pm. The post holder will be asked to work five days (including	Short listing and Interview

	<p>Saturdays and Sundays) for a total of 37.5 hours per week.</p> <p>We encourage work life balance. However during busy registration periods (occasionally), the post holder may also be required to work extra hours / days, depending on the urgency of tasks.</p>	
Person Specification:		
Qualifications		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> GCE Advanced Level or equivalent qualification 	<ul style="list-style-type: none"> Customer service related qualification 	Short listing and Interview
Role Specific Knowledge and Experience		
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>
<ul style="list-style-type: none"> Some relevant work experience in a customer focused environment or equivalent vocational training Knowledge of a range of standard computer software (e.g. Microsoft Office, email <p>Language proficiency</p> <ul style="list-style-type: none"> Level of English to be above Upper Intermediate with good conversational skills High proficiency in Sinhala and / or Tamil language 	<ul style="list-style-type: none"> Experience in Customer service and sales Familiarity with departmental procedures, policies, guidelines and SLA's 	Interview
British Council Core Skills		<i>Assessment Stage</i>
<i>Minimum / essential</i>	<i>Desirable</i>	<i>Assessment Stage</i>

<p>Communicating and Influencing (Level 2) <i>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.</i></p> <p>Using technology (Level 1) <i>Operates as a basic user of information systems, digital and office technology Able, with adjustments if necessary, to use office software and British Council systems to do the job and manage documents or processes.</i></p> <p>Managing Finances and Resources (Level 2) <i>Uses financial systems and processes Uses resources efficiently in own role and complies with financial rules and procedures.</i></p>	<p>Managing people (Level1) <i>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.</i></p> <p>Managing risk (Level 1): <i>Follows good practices Demonstrates understanding of risk management policies and procedures and record of following them.</i></p>	<p><i>Shortlisting and Interview Written test in English</i></p>
<p>British Council Behaviours</p>		<p>Assessment Stage</p>
<p>Working together (Level - Essential) Establishing a genuinely common goal with others</p> <p>Connecting with others (Level - Essential) Making regular opportunities to understand others better</p> <p>Making it happen (Level - Essential) Delivering clear results for the British Council</p>		<p>Interview</p>
<p>Being accountable (Level - essential) Delivering my best work in order to meet my commitments</p> <p>Shaping the future (Level - Essential) Looking for ways in which we can do things better</p> <p>Creating shared purpose (Level - Essential) Communicating an engaging picture of how we can work together</p>		<p><i>These behaviours will not be assessed at the interview. However, all behaviours will be used for performance management purposes</i></p>
<p>Prepared by: Manager Customer Services</p>		<p>Date: October 2019</p>