



Customer Engagement Manager POSITION PROFILE

PART A: POSITION DESCRIPTION

Position Title:	Customer Engagement Manager	Location:	Aspect National Office
Group:	Communications and Customer Service	Reports to:	Chief Marketing Officer

Organisation Purpose

A different brilliant® - Understanding, engaging and celebrating the strengths, interests and aspirations of people on the autism spectrum.

Vision	Mission	Values
The best opportunities for people on the autism spectrum	We work with people of all ages on the autism spectrum, delivering evidence-informed solutions that are person-centred, family-focused & customer-driven	We are passionate about people, about being positive and about what's possible

Team Purpose

The Customer Engagement Team is often the first point of contact for people looking to engage with Aspect's services. The team manages all customer contacts that come through via phone, website or email. They provide timely and positive customer service across the organisation and are responsible for an important element of building a relationship with prospective customers.

Position Purpose

To lead and manage the centralised Customer Engagement Team and be responsible for the efficient and effective operation of the Contact Centre. To ensure that the team delivers the required performance and are committed to delivering a great customer experience at the engagement phase of the customer journey. To provide support, coaching and development to team members to ensure that Key Results Areas are achieved and that the team delivers on the Service Level Agreements with the other business units. To report on deliverables, trends, feedback and emerging issues and opportunities to enhance Aspect's customer-centric thinking and processes around customer engagement.

Outcomes

Key Results Area:	Requirements & Expectations	Success Indicators
Lead Aspect's customer centric approach to initial customer engagement	<ul style="list-style-type: none"> • Drive the development of a customer-centric culture within the Customer Engagement Team, supported by effective policies and process frameworks • Provide high level analysis and reporting on customer enquiries, trends, issues and opportunities across the organisation • Analyse data to determine where improvements or enhancements can be made • Leverage technology, including the Customer Relationship Management system (Salesforce), as well as telecommunications hardware and software • Evaluate other channels for managing enquiries such as online chat and mobile messaging • Report on trends in customer needs and customer feedback • Use customer insights and data to prioritise customer needs and identify how Aspect can improve the customer experience at the engagement level 	<ul style="list-style-type: none"> • Clearly identified and articulated customer enquiries benchmarks and team metrics • Trend analysis on feedback, gaps and opportunities
Manage the Customer Engagement Team	<ul style="list-style-type: none"> • Train, develop and support the Customer Engagement Team to maintain a quality service consistent with Aspect's commitments to customers • Effectively manage the Customer Engagement Team to deliver exceptional customer service in order to drive conversion rates • Ensure quality customer contacts through call guide development, training, and the ongoing monitoring and improvement in customer service calls • Ensure Salesforce is used consistently by staff to ensure data quality and enable appropriate data analysis • Ensure the Customer Engagement Team has the necessary tools and resources readily available to perform their roles consistently and professionally • Handle emergency and stressful situations professionally 	<ul style="list-style-type: none"> • Ongoing training and development plan in place for the team • Information captured in Aspect's Customer Relations Management system is accurate and up-to-date. • Reporting is reliable and maintains data integrity / credibility
Service knowledge and information	<ul style="list-style-type: none"> • Develop and maintain a strong knowledge and understanding of Aspect's services and administration policies. • Measure, analyse and report on the end to end customer journey 	<ul style="list-style-type: none"> • Regular reports on customer insights created and clearly articulated in dashboards for managers and staff • Evidence of an ongoing understanding of

	<p>with a customer-centric mindset</p> <ul style="list-style-type: none"> • Execute an organised and responsive approach in the workplace, demonstrating a high level of best practice customer service understanding • Develop and maintain positive relationships with internal business units to ensure service information is up-to-date and accurate 	<p>Aspect's evolving services and capabilities</p> <ul style="list-style-type: none"> • Demonstrated understanding of Aspect's policy framework • Knowledge and understanding of relevant legislation (Privacy)
Administration	<ul style="list-style-type: none"> • Maintain and improve the Customer Relationship Management system (Salesforce) and other digital tools to collect and effectively manage customer details • Manage customer complaints and supporting records and documentation for internal compliance • Provide staff with feedback on customer service and performance • Maintain staffing levels to meet budget targets • Operate within approved budgets and financial delegations • Manipulate spreadsheets and financial systems for analysis and reporting (for example, pivot tables, filters, formulae, charts/graphs) 	<ul style="list-style-type: none"> • Demonstrated evidence that communication materials contain appropriate grammar, spelling and layout • Workload is managed effectively ensuring efficient outcomes and a timely response to requests
Safeguarding the people we support	<p>Aspect is committed to providing an environment free from abuse, neglect and exploitation of the people we support. Coordinators, Managers and Executive are responsible for ensuring staff:</p> <ul style="list-style-type: none"> • Follow safeguarding guidelines as outlined in Aspects Safeguarding the People We Support policy and Code of Conduct • Complete all mandatory safeguarding training • Comply with mandatory reporting and legal requirements <p>Coordinators are required to:</p> <ul style="list-style-type: none"> • Alert next level Managers to any concerns and/or issues that may warrant investigation <p>Managers and Executive are required to:</p> <ul style="list-style-type: none"> • Be the escalation point for all concerns and/or issues and investigate, in consultation with relevant business unit (i.e. HR/Quality) • Promote a safeguarding culture and educate staff in understanding the need for ongoing vigilance 	<ul style="list-style-type: none"> • Internal reporting systems, procedures and policy requirements are adhered to and fulfilled (i.e. Riskman reporting/actions) • All external reporting agencies are notified as required and within timeframes • Investigations are followed through to resolution and learnings used to inform improved practice. • Learning Management System (LMS) confirms staff have completed mandatory training • Voice survey results report staff are comfortable to raise concerns and/or issues and they are acted upon

Work Health, Safety & Wellbeing	<p>Members of the Aspect management network are considered “officers” according to the WHS Act and accordingly are responsible for ensuring Aspect has arrangements in place to comply with legal obligations.</p> <ul style="list-style-type: none"> • Fulfil your obligations to ensure Aspect complies with its work health and safety obligations under WHS laws. • Hold managers within your business unit accountable for their health and safety responsibilities. • Fulfil your duty to exercise due diligence. Due diligence means you must: <ul style="list-style-type: none"> ○ acquire and keep up to date knowledge of work health and safety matters ○ understand the operations of the business and the hazards and risks involved ○ ensure appropriate financial and physical resources and processes are provided to enable hazards to be identified and risks to be eliminated or minimised ○ ensure information regarding incidents, hazards and risks is received and the information is responded to in a timely way ○ ensure the business has, and implements, processes for complying with any legal duty or obligation ○ verify the provision and use of resources and processes. 	<ul style="list-style-type: none"> • Injury rates are low or negligible • Work, Health & Safety matters are included as part of regular meetings • Incident forms and safety risks are forwarded on time to the WHS Consultant • RTW plans are in place for any injured employee • WHS matters are included as part of regular meetings • Identified hazards, issues or risks are evaluated and appropriate management controls applied
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PART B: POSITION CRITERIA

Capabilities	Oral and written communication	Excellent verbal and written communication with a focus on concise & effective communication with a positive tone.
	Interpersonal Skills	Excellent interpersonal skills including the ability to build rapport quickly and create an immediate positive professional impression. Maintaining a professional and empathetic manner. Maintaining client confidentiality and privacy concerns when interacting with visitors to Aspect National Office. Problem solving abilities – demonstrated ability to use data, knowledge and experience to identify problems potentially impacting teams or programs and proactively develop and implement effective solutions.
	Leadership	Demonstrated capability to engage, lead, support and manage teams. Providing exceptional customer service, teamwork, collaboration, with all levels of the organisation. Maintaining confidential and sensitive information.

	Organisation and Planning	Ability to multi task and manage competing priorities and demands.
Knowledge & Experience	<ul style="list-style-type: none"> • Minimum 5 years' experience in a senior Customer Service/Contact Centre related role • Knowledge of best practice methodologies used in customer service and sales • Solid experience and understanding of CRM systems, practices and solutions • Previous experience in disability sector and an understanding of the NDIS desirable • Attention to detail & high level of accuracy • Strong analytical and research skills • Strong written and verbal communication skills • Experience handling difficult and sensitive situations • Experience handling large volumes of enquiries • Understanding of the not for profit sector and issues related to service delivery in increasingly competitive environments 	
Qualifications	<ul style="list-style-type: none"> • Relevant Tertiary qualifications in Business, Marketing or related discipline 	
Job requirements (Essential)	<ul style="list-style-type: none"> • National Police Check clearance • Completion of NDIS Worker Orientation Module • Working with Children Check WWCC (for relevant state) appropriately cleared 	

PART C: APPROVED BY

Position Approved by: Chief Marketing Officer
