

# Customer Experience Team Leader



Position Title:	Customer Experience Team Leader		
Reports to:	Customer Experience & Operations Manager		
Direct Reports:	3 (Senior Customer Experience Coordinator, Senior Corporate Account Representative & Product Coordinator)		
Division:	SIGNET	Dept:	Customer Experience
Location:	Brisbane	Date:	Sept 2016

## Company Overview

Brief summary of company:

Signet is always the best place to look for packaging, safety and cleaning supplies. As a company we are passionate about providing the best service both internally and externally, and this is a key point of difference for Signet in the marketplace. We are passionate about Operational Excellence and have set ourselves a goal to be the world's best at Direct and Database Marketing. Ultimately we will deliver to our customers an Unmatched Low Cost Customer Service Experience - Always.

Our brand promise is to be - Always in stock. Always on time. Always reliable.

Mission Statement:

To be the first place industry looks for their packaging and safety supplies – always.

Group Core Values:

Honour; Ownership and Commitment; Change for Strength; Diligence

## Position Overview & Organisational Requirements

### Position Summary:

The Customer Experience Team Leader is responsible for delivering an outstanding customer experience to customers through effective leadership and management of the Customer Experience Coordinators (CEC), Corporate Account Representatives (CAR) and Product Coordinator. This position works closely with the Customer Experience & Operations Manager to implement initiatives that focus on superior customer experience, customer advocacy, account retention, growth opportunities and excellence in customer service.

### Organisational Requirements:

- All positions within the Winson Group will always support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees should always act in accordance with the company's stated values and behaviours, customs and practices.
- Employees are always required to comply with all relevant legislation, laws, regulations, standards, codes and the Group's policies and procedures.

- Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation, relevant to each state.

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## Key Responsibilities

- Display behaviours consistent with the stated Winson Values

### Department Management

- Manage and lead the CEC team, CAR team and Product Coordinator in their daily activities and longer-term career development.
- Undertake performance reviews with employees as scheduled.
- Participate in staff recruitment, and conduct performance evaluation in consultation with the Customer Experience & Operations Manager.
- In consultation with the Customer Experience & Operations Manager, approve department rosters, staff leave and training courses.
- Drive and manage CAR retention targets and business growth opportunities.
- Drive the 'Helping Australia Compete' culture across the business, including service excellence and sales-focused customer partnerships.
- Drive benchmarking and strive for best practice in relation to business graduate programs, technology and premium account management delivery to ensure that the CEC & CAR team continues to provide Signet with a competitive advantage in the market place.

### Planning and Development

- Work with the Customer Experience & Operations Manager to implement significant customer developments and initiatives.
- In collaboration with the Customer Experience & Operations Manager:
  - Assist in the management and delivery of OGSM plans and other business activities;
  - Drive and facilitate team planning and feedback meetings;
  - Contribute to the annual Winson Graduate Program plan;
  - Provide innovative and creative ideas to enhance the performance of the CEC & CAR Team

### Operations

- Develop a high level Navision ERP and CRM system competency in relation to all Customer Experience department tasks.
- Ensure the Always customer experience is delivered in every customer interaction.
- Work alongside the COR & SME department to ensure customers are adequately profiled; accurate and effective documentation of products and services are utilised on each site; and a thorough understanding exists of the opportunities, threats and satisfaction levels within the client group.

- Drive upselling and cross-selling interactions to leverage each customer transaction.
- Engage and work alongside COR team members to gain understanding of their business activities and develop professional working relationships.
- Champion continuous improvement initiatives that are highlighted in meetings to improve productivity, safety or service delivery.
- Ensure that the Product Coordinator completes all leasing, servicing, reporting and machinery administration tasks at the appropriate times each month.

## **Budgets, Processes, Systems and Procedures**

- In consultation with the Customer Experience & Operations Manager, plan and control budgets and expenses for the CEC & CAR team.
- Initiate and drive Customer Experience strategies, in collaboration with key stakeholders, to increase sales in the CEC & CAR team.
- Ensure all SOPs are developed, maintained in an audit ready state and followed in accordance with SIGNET's quality system.

## **Networking and Benchmarking**

- Network with industry to keep up-to-date with modern trends in Customer Experience, technology and workplace practices.
- Promote Signet within the business community.

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## **Key Competencies/Experience**

### **Key Competencies**

- Demonstrated ability to develop and maintain professional working relationships across a broad range of management and employee-base.
- A proven track record of delivering service excellence to internal and external customers.
- A proven track record of developing customer partnerships, utilising face-to-face visits to enhance the customer relationship.
- Sound interpersonal, oral and written communication skills, and the ability to negotiate, present and facilitate group interaction.
- Demonstrated ability to work effectively under pressure, handle competing priorities, meet deadlines and manage activities through to completion.
- Demonstrated ability to coach staff in relation to performance and career development.
- A working knowledge of direct marketing.
- Focus on continuous quality and process improvements.
- Demonstrated ability in using the Microsoft Office Suite and the Microsoft Navision ERP system.

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## Experience

- 2+ years experience in a Sales and Service environment.
- 2+ years experience working in a business-to-business corporate environment.

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## Key Performance Indicators

- Behaviours are aligned to Winson's stated Values and Behaviours
- Meet 100% of all CEC, CAR & Product Coordinator operational tasks are completed each month
- Meet the appropriate team NCT quality performance target.
- Deliver a monthly queue call target of >10%, with an average agent availability time of 300mins per day.
- Ensure all team rosters and charts are completed each week and a 24hr service enquiry response is maintained.
- Ensure appropriate resource distribution to maintain an appropriate phone group agent availability target.
- Ensure that every allocated COR customer is visited within their agreed time schedule, a documented report is delivered and communicated, and that each COR customer receives the agreed number of FOTP calls (COR & SME) every month to achieve a 100% communication rate.
- Complete all team engagement monthly 1-2-1s and scheduled performance reviews.
- Ensure all new CECs & CARs are adequately trained so they become proficient at their day-to-day job and role requirements.
- Deliver a customer Net Promoter Score of >50%.

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## Qualifications

- Undergraduate degree in Business or related discipline

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## Mandatory Criteria

- C-Class drivers license

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## Specific Requirements of the Position

- Ability to attend two weekend graduate conferences per year.
- Ability to travel interstate at least once a quarter, depending on business needs.
- Ability to attend the annual company sales conference.

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- Ability to be flexible with daily starting and finishing times in line with your job requirements.

## Key Stakeholders

### Internal

- Customer Experience & Operations Manager
- Head of Corporate Business & related Corporate Account staff
- Head of Sales (AUSME)
- National Marketing Manager
- General Manger, Marketing & Sales (AUSME)
- Database Integrity Analyst
- Accounts Recievable Manager
- Electronic Communications Team Leader
- Procurement Team
- Operations Teams

### External

- SME & COR Customers
- Brisbane University Networks

## Authorisation

Please sign to confirm that this Position Description has been discussed by both parties.

Employee Name & Signature

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Date

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Manager Name & Signature

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Date

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