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| ROLE Title: | Frontline Agent | Date: | Jul 2019 |
| ROLE Code: | B6 | Business Unit: | Contact Centre |
| Job Family: | Sales Operations, Operations |  |  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose :**The purpose of the Frontline Agent is to deliver a exceptional and compliant member experience that results in members choosing to join, renew and remain with the RAC. **Non financial:**Working hours will be shifts that cover opening hours of centre including Weekends Evenings and Bank Holidays**Reports to:** Team Manager**Relationships:**Internal:Director of Contact Centres, Head of Sales Operations , Real-Time, Planning & forecasting Team, Training Team, Adherence Manager, Customer Care Team and Administration TeamsAll contact centre telephony departmentsExternal: RAC Customers | **Outcomes** Key Deliverables:* To deliver Exceptional Service to our customers through up to date regulatory compliance and knowledge including but not limited to FCA, IDD and GDPR, ensuring we have the customer at the heart of everything we do
* Effectively engage with members who are thinking of joining, renewing or leaving us, reviewing their needs and reasons for leaving while positively promoting our differences versus competitors

KPIS* Key Performance Indicators for acquiring and retaining customers through adherence to shift schedule and Average Handling Time, in line with contact centre targets and budget
* Consistent achievement of personal and departmental performance metrics in line with Organisational targets

Regulatory* Completion of annual regulatory Essential Learning and ongoing CPD to ensure clarity and knowledge of personal responsibility to demonstrate compliance as a RAC colleague
* To deliver Exceptional Service to our customers through up to date regulatory compliance and knowledge including but not limited to FCA, IDD and GDPR, ensuring we have the customer at the heart of everything we do

Customer service* Providing great Customer Service to our customers through keeping accurate records up to date and providing the basic customer service responisiblities
* Effective handling of all customer requests, where you have the system and knowledge capability take ownership of resolution., including ‘complex’ customer service requests.

Multi-skilled* Demonstrating flexibility and agility through movement across departments and telephony lines as required by business need
* Undertaking additional activities as required, this may entail handling calls / contacts from other departments and when doing so deliver against the metrics and processes for that area

Personal Development* Bring to life the RAC values in everything you do
* To take responsibility and accountability for your own learning, standards of performance and attendance. Be open to feedback and support while acting on the recommendations agreed
* Excellent RAC product knowledge, awareness of our competitor offers and objection handling skills to provide accurate facts to secure sales. Maintain this through keeping updated daily on briefs/training aids and taking ownership for completing your own research on products/competitors
* Demonstration of correct process when requesting time off and following the correct process for reporting absence and lateness in order for the business to have the required staffing to meeting our call volume
 | **Skills/Knowledge/Experience*** Previous experience in a sales and service focused role
* Customer focused
* Excellent listening and communication skills
* Self-motivated and a self-starter
* Target driven, results focused and attention to detail
* Resilient and determined
* Desire to improve based upon feedback
* Passionate about RAC, our products & Brand
* Dynamic, flexible and adaptable to change
* Excellent interpersonal skills
* PC literate, good numerical and literacy skills

**Qualifications/FCA:*** Experience within customer facing or contact centre sales and service role is desirable
* Educated to GCSE/O’Level standard, to include Maths and English in grades A\*-C
 | **Core competencies:*** Achievement Drive Level (1)
* Customer Focus Level (2)
* Continuous Improvement Level (1)
* Developing self and others (1)
* Interpersonal & Influencing Level (2)
* Team working level (1)

 **Need to exhibit behaviours consistent with RAC core values:*** **Handle It together**

We work as one team; showing trust, respect, fairness and integrity* **Exceptional Service**

We deliver excellent results and service every time* **Raise the Bar**

We always look for new ways to be even better* **Own It**

We are empowered to take action |

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