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| ROLE Title: | Customer Expert | Date: | Jan 2025 |
| ROLE Code: | B6 | Business Unit: | Consumer |
| Job Family: | Sales Operations, Retention & Renewals |  |  |
| **Role** | **Need to Do** | **Need To Know** | **Need to Be** |
| **Role Purpose :**  The purpose of the Customer Expert is handle inbound and occasional outbound calls from RAC members, providing exceptional customer service, and resolving any customer queries or issues. You will deliver an 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 full opening hours of centre including Weekends Evenings and Bank Holidays.  **Reports to:**  Team Manager  **Relationships:**  Internal:  Director of Sales Operations, Sales Operations Management team, Real-Time, Planning & forecasting Team, Training Team, Adherence Manager, Customer Care Team and Sales Administration Team.  All contact centre telephony departments  External:  RAC Members | **Outcomes**  **Key Deliverables:**   * Answering and managing large amounts of incoming calls from our members in a timely, professional and effective manner. * Following communication scripts to reach optimum outcome for our member and at ther same time deliver business objectives and performance metrics * Identifying member needs and providing accurate and compliant information, resolving any issues they may have and delivering the right solutions, every time.. * Maintaining accurate records of all customer interactions and transactions on the call centre database. * Working collaboratively with other departments, as required to ensure customer needs are met and all SLA are adhered to. * Taking opportunities to upsell relevant add-ons and extras to members. * Attending training sessions to continuously improve knowledge and performance.   **KPIs**   * Consistently achieving and exceeding personal and departmental performance targets and KPIs for acquiring and retaining members, through adherence to shift schedules and average handling time targets. KPIs include:   + Save rate   + NBA adherence (discount)   + QA   + Capacity   **Regulatory**   * Completion of mandatory annual Essential Learning modules and regulatory CPD including but not limited to FCA, IDD and GDPR, to continuously improve knowledge and performance, maintain adherence and understanding of the regulatory landscape and evidence and ensure compliance as a RAC colleague. * Adherence to our processes and procedures to ensure the fair and consistent treatment of all members, including those who are vulnerable and insistent.   **Customer service**   * Deliver Exceptional Service to our members ensuring we have the ‘customer’ at the heart of everything we do. * Effectively engage with members who are thinking of joining, renewing or leaving RAC, identifying and understanding their needs. and doing all you can to retain the member, positively promoting our differences versus competitors. * Use conversation guides to effectively communicate with our members, striving for first call resolution. * Effective handling of all customer requests, taking ownership of resolution, including ‘complex’ customer service cases and complaints.   **Multi-skilled**   * Demonstrating flexibility and agility, through movement across departments and different telephony lines, including outbound, as required by business needs and member demand (call volumes). * Undertaking additional activities as required, this may entail handling calls/contacts from other departments, and when doing so deliver against the KPI metrics, performance targets and processes for that area.   **Personal Development**   * Maintain 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 * Adherence of all business, company and operational processes and BAU activities to ensure full delivery in role, meeting all expectations and standards and exhibiting behaviours consistent with RAC core values at all times. | **Person Spec/ Skills/ Knowledge/ Experience**   * A passion for delivering exceptional customer service in a challenging and rewarding role. * Exceptional communication, telephony and active listening skills, allowing you to ask better, more relevant, questions of members. * Naturally empathetic and understanding with proven ability to build rapport . * Ability to manage difficult and challenging conversations and reach resolution for members. * An ability to multitask and switch between multiple systems while helping members. * Self-motivated and target driven, results focused with a desire to continuously improve based upon feedback. * Dynamic, flexible and adaptable to change * Highly PC literate with excellent numerical and literacy skills * Resilient, determined and able to work well under pressure and in a fast-paced environment. * Attention to detail and accuracy in data entry and record-keeping. * Previous experience in a sales and/or service focused role, **essential** – contact centre background, **desirable**. * Flexibility to work various shifts, including evenings and weekends – **non negotiable** * Experience operating CRM systems and call centre software – **desirable** * Educated to GCSE/O’Level standard, to include Maths and English in grades A\*-C | **Core competencies:**   * Achievement Drive Level (2) * Customer Focus Level (2) * Interpersonal & Influencing Level (2) * Judgment and Decision Making (2) * Continuous Improvement Level (1) * Developing self and others (1) * Team working level (1)   Need to exhibit behaviours consistent with RAC core HERO 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 |