

Role Title

Customer Management Executive

Role Information

Role Type	Pay Band	Location	Duration	Reports to:
Sales and Customer Management	J	Seoul, Korea	1 year (renewable thereafter)	Branch Manager / CME Team Leader

Role purpose

- To ensure a high quality, efficient integrated customer service experience for all new and existing students across the British Council Teaching Centre.
- To act as British Council's ambassador and provide top quality services to all new and existing customers meeting all Key Performance Indices and deliver Sales & Customer Management targets in order to enable the British Council to meet its business targets and objectives.

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. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

Geopolitical/SBU/Function overview:

There is a huge demand for English in Korea. Our target audiences see English as a way of improving their lives through both social and economic advancement. The British Council is constantly looking at ways to reach more learners and meet their needs by adapting our services in response to their changing lifestyles and preferences.

British Council Korea currently operates in 6 locations in Seoul; City Hall, Euljiro, Mokdong, Seocho, Gangnam, and Jamsil. We are one of the biggest among the global network with thousands of adult and young learner students at any one time and there are almost 17,000 candidates registering for IELTS examinations. Our customers engage with us face-to-face, online, through email and via the phone, and as a result we have a large Sales & Customer Management team to ensure efficient level of services.

Main opportunities/challenges for this role:

- To ensure income targets are met or exceeded
- To ensure KPI targets are met or exceeded
- To ensure conversion and re-registration rates are met or exceeded
- To ensure customer satisfaction targets are met or exceeded

Main Accountabilities:

1. Sales & Customer Management (75%)

New registration and Re-registration of students for Teaching Centre sales

- Be accountable for monthly sales and re-registration rate targets and monitor class fill
- Close the sale, maximising enrolment and protecting target achievement
- Be accountable for refund requests of sales made and minimize the refunds
- Proactively present accurate and relevant Selling Points and Unique Selling Points on services offered by British Council Korea
- Be the Single Point of Contact for prospects, guiding them through the journey from first enquiry to final sale
- Maximise opportunities for cross selling and up selling
- Register/waitlist students in appropriate classes and details are entered on the British Council system accurately
- Follow up on customers who book placement tests but do not turn up, and customers who test but do not place

Customer Face-to-Face Duties

- Evaluate accurate English proficiency level for students by administering and delivering placement tests when necessary
- Provide face-to-face consultations to all customers in the centre by finding out their needs, issues and concerns in a warm, professional manner
- Be the first point of contact at Front of House for refund request and resolve all complaints/feedback
- Ensure that all records are updated and maintained accurately in a timely manner from time to time
- Handle cash desk accurately in the system and payments received correctly for course/placement test registration and other products/services
- Distribute promotion materials to customers

Other Customer Liaison and Follow Up

- Revisit lapsed students via phone to reintroduce them to our products (warm calling)
- Conduct phone based surveys from time to time on why students did not register with us or return to us.
- Follow up with existing students on incidents e.g. absent / movement and cancellation or failing students
- Arrange and support meetings with teachers and translation
- Ensure that all existing customers (in the case of Younger Learners – their parents) are informed of re-registration periods in writing, telephone calls and class visits in a timely manner.
- Provide post-sales customer management support to all Teaching Centre students as required from time to time in a professional manner meeting Council KPIs

Telephone & Email Enquiries

- Maximise conversion rates of enquiries to sales figures by communicating features and benefits of British Council offers, convincing and persuading prospects to enrol
- Handle enquires from new and existing students meeting British Council standards

2. Support Duties (15%)

Product Knowledge

- Acquire and maintain an excellent level of product knowledge at all times

- Liaise and train via product owners will be a necessary part of this with a proactive approach required at all times
- Observe classes and hands-on experience of the product is required

Offer Knowledge

- Acquire and maintain an excellent level of pricing, discounting and offer or package knowledge at all times in order to be able to counsel and guide students in their study pathways
- Liaise and train via sales and business managers will be required—a proactive approach, including input and feedback from frontline customer experience is expected
- Acquire and maintain an excellent level of pricing, discounting and offer or package knowledge of competitors to include mystery shopping exercises to gather market intelligence

Other duties

- Administrative duties in support of the team's operation or any other duties as assigned by the line manager
- Attend at regular professional development, training and skills programmes as required
- Engage fully with the performance management programme
- Monitor equipment and furniture in FOH area to ensure in good working order/condition and stationary stock check in all classroom
- Ensure that all databases and reports are updated and recorded in timely, accurate manner

3. Project Work (10%)

Participate in projects as agreed in the performance management and professional development

Other Responsibilities and Main Duties

As part of the wider Sales and Customer Services team serving both new and existing customers you will be required to support and assist your colleagues from time to time in tasks that ensure the smooth running of the Teaching Centre. This might include registering students, participation at Open Days, Parent Events, Seminars, Evening Receptions and Offsite Branch and Examination Promotions, for example.

Key Relationships:

Internal

Teaching Centre & Examinations Business Managers, MarComms, Senior Teachers, Co-ordinators, Teaching Resources, Facilities, Finance, IT

External

Customers, Visitors, Young learner students, Parents

Role Requirements:

Threshold requirements:		Assessment stage
Passport requirements/ Right to work in country	You must have the right to live and work in the country in which the role is based.	Shortlisting
Direct contact or managing staff working with children?	Yes If offered the role, British Council will ask you to go through pre-appointment screening appropriate for the role you apply for. This will require you to provide documents and information up to 10 years relating to: <ul style="list-style-type: none"> ▪ Prohibited Transactions 	Shortlisting AND Interview

	<ul style="list-style-type: none">▪ Enhanced Criminal Record Check▪ References▪ Professional Qualifications▪ Education	
Notes	The successful candidate will work a five-day week on a shift system from Monday to Sunday. Evening and weekend working is required on a regular basis.	
Person Specification:		Assessment stage
Language requirements (DELETE IF NOT APPROPRIATE)		
Minimum / essential	Desirable	Assessment Stage
<ul style="list-style-type: none">▪ Written and oral communications skills in English (IELTS AC module 6.5)▪ Fluent in Korean		Shortlisting
Qualifications		
Minimum / essential	Desirable	Assessment Stage
<ul style="list-style-type: none">▪ University degree		Shortlisting
Role Specific Knowledge & Experience		
Minimum / essential	Desirable	Assessment Stage
<ul style="list-style-type: none">▪ At least 2-3 years of experience of working in a customer service/sales environment (and/or in the same industry)	<ul style="list-style-type: none">▪ Working experience in a young learners’ educational institution is preferred▪ Experience of working with children▪ Experience of safe planning, organisation and delivery of activities for children	Shortlisting
Role Specific Skills		
Working with Children <ul style="list-style-type: none">▪ Effective communication and engagement with children and their families▪ Ability to work in a way that promotes the safety and well-being of children		Interview
British Council Core Skills		Assessment Stage
<u>Managing Accounts and Partnerships (Level 1)</u> Able to research business issues and contacts in stakeholder and potential partner organisations to support account management and business development		Shortlisting AND Interview
<u>Developing Business (Level 1)</u> Applies a range of standard analytical techniques to support business development—e.g., pricing tools, revenue tracking, monitoring sales		

prospects, audience figures or profit margin	
<u>Using Technology (Level 1)</u> Able to use office software and British Council systems to do the job and manage documents or processes	
<u>Communicating and Influencing (Level 3)</u> Able to use a range of non-standard and creative approaches to inform, and persuade others, extending beyond logical argument to influence decisions and actions in a way which is inclusive and engaging	
British Council Behaviours	Assessment Stage
<u>Making it happen</u> Establishing a genuinely common goal with others (Essential)	Interview
<u>Being accountable</u> Delivering my best work in order to meet my commitments (Essential)	
<u>Working together</u> Establishing a genuinely common goal with others (Essential)	
<u>Connecting with others</u> Making regular opportunities to understand others better (Essential)	
<u>Shaping the future</u> Looking for ways in which we can do things better (Essential)	Performance management only
<u>Creating shared purpose</u> Making regular opportunities to understand others better (Essential)	
Prepared by:	Date:
YL Head of Sales and Customer Management	25/01/2017