

Role and responsibilities

Identity

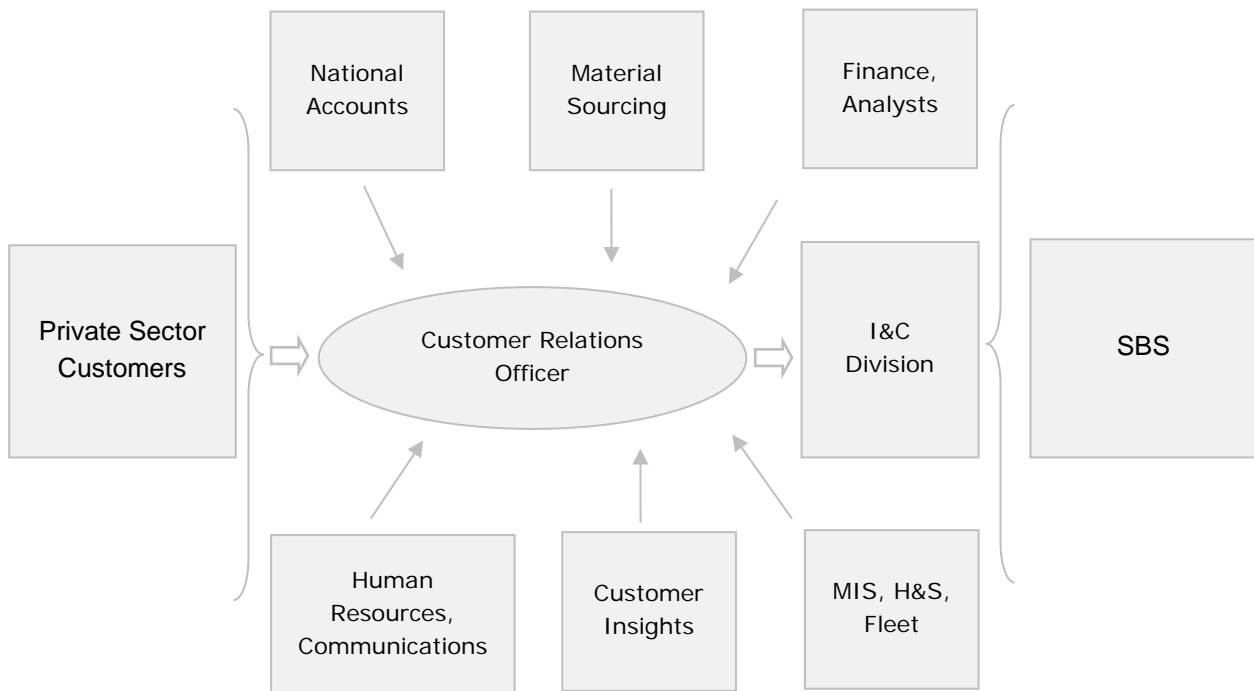
Position title	Customer Relations Officer
Line Manager title	Customer Hub Manager
Grade	12

Purpose

(the 'why' of the position, within which limits and according to what objectives)

Why	<p>To provide a comprehensive customer service function primarily through the use of the telephone to all new and existing regional customers, acting as first point of contact on all aspects of their account, including queries and service requests</p> <p>To manage a defined regional customer portfolio primarily through the use of the telephone to ensure maximum account retention and avoid lost business in line with budget expectations</p> <p>To deepen existing customer relationships through regular direct contact using a measured set of criteria</p> <p>Recognising and acting upon upselling opportunities within the regional portfolio</p> <p>To increase the SUEZ R&R profile within the regional customer base, heightening brand awareness</p>
Within	The limits of authorisation laid down by the company Policies and Procedures.
According to	The targets set out by Regional Business Support Manager (reflecting SUEZ R&R's overall strategic objectives).

Key stakeholder interaction network



Ideal candidate experience

Background / Experience – In a customer service role in a high volume-low margin service industry, operated in a continuous improvement environment or has study knowledge of continuous improvement methods. Telephone Sales Experience or account management experience desirable but not essential.

Business understanding – strong financial and commercial understanding with a proven track record in customer retention / objection handling / account development / fostering commercial relationships with both internal and external customers and suppliers alike. A track record of improving customer margins whilst working within the confines of a contract or framework agreement.

Compliance – understands the need to operate in a compliant manner whilst at the same time competing in a challenging environment, delivering excellent customer service.

Customers (external and internal) – experience of managing service levels, the ability to create a positive customer experience whilst managing expectations, ensuring customer loyalty and managing profit levels by fostering commercial relationships.

People – open communication skills, experience of building successful customer relationships. Able to communicate and negotiate both up and down.

Area one – Customer Relationships (Retention)

Details	Delivery measure
<ul style="list-style-type: none"> • To ensure customer loyalty through appropriate levels of customer engagement relative to the segmentation of the customer base. • Build effective working relationships through regular telephone contact with all existing regional customers that sit outside of the Customer Relations Manager managed portfolio. • Ensure all customer contact and sales opportunities are recorded in Salesforce in order to develop and manage an effective existing customer pipeline. • To manage all customers to ensure that target of no Suez R&R customers enter the final year of their contract is achieved. • To promote an environment / experience with customers that is transparent in order to ensure creation of trust through regular telephone contact – “that we will do what we say we will”. • To proactively manage the “customer at risk” process relating to the regional customer portfolio, ensuring timely resolution and retention. • To maintain regional churn at or below budget expectation, ensuring the cost of retention is calculated and measured on a contract by contract basis. • Ensure contract / customer profit margin is in line with regional and budget expectations; undertake re-negotiations with client and internal stakeholders if operations / client behaviour is required to ensure maximum benefit / profitability. • Ensure there is room within contractual obligations / negotiations to create value and add-on’s to maximise the volume of the sale to increase customer dependency / revenue generation. • Maintain regular and constructive communication with line manager (Customer Hub Manager), colleagues, applicable operational department(s) and external contacts / suppliers, but principally customers. • Promote the services provided by Suez R&R UK in the applicable area. Proactively identifying existing customers who have requirements for additional services. 	<p>Call levels</p> <p>Call duration</p> <p>Customer contact levels versus KPIs</p> <p>Retention rate</p> <p>Regional churn rate vs budget</p> <p>Query level KPIs</p>

<ul style="list-style-type: none"> • To defend Suez R&R's policies and retain all customers under attack from our competitors at the specific or nominated location. • Achievement of retention targets in terms of business saved and sales activity for alternative services. • Maintain an accurate and up to date record of Suez R&R's business within the employee's area of responsibility and understand the nature of any value added opportunity that may be served. • Regular communication with functional departments that may impact on customer relations i.e. Credit Control / Sales Admin. • Monitor external competition within the area and feedback to commercial management and to the Customer Relations Manager the nature of all competitor activity, both from the perspective of attack and at large. • Contribute towards and adhere to any existing retention procedures or methods via the respective Regional Business Support Manager. • Ensure financial policies and procedures are implemented correctly, and adhered to. • Keep up to date with current costs and prices required for collection services. 	
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In order to;	Ensure customers of Suez R&R UK remain with us and that we are the service provider of choice by deepening our working relationships with them
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Area two - Administration

Details	Delivery measure
<ul style="list-style-type: none"> • Ensure that all details of the customer, from initial contact right through to point of retention are accurately recorded and validated on all required systems, including Salesforce and CLEAR, specifically those relating to decision makers, annualised spend, contract renewal date, close date and next contact date. • To ensure all contract documentation is completed and returned accurately and completely, within timelines; contract / direct debit / route risk assessment. • To manage all customers to ensure that target of no Suez R&R customers enter the final year of their contract is achieved. • To promote the environment of right first time to give the customer the best possible customer experience and establish customer loyalty. • To engage in customer feedback to ensure service offerings are in line with customer's expectations. • Work with Key Stakeholders to create offerings that will ensure contract longevity and customer loyalty. • To proactively manage the contact with all existing and new Customers to a schedule, dependent on spend, value, length of contract, contract expiry and regional/local strategy. • To ensure that all contact centre KPIs are achieved to develop Suez R&R's relationship with the customer. • To handle all incoming calls by taking ownership and seeing through to resolution or directing to the most appropriate person / function to assist. • To ensure that all contact with Customers is populated within the Suez CRM system, currently Salesforce • To proactively manage the branch I&C Inbox and Richmond. • To pro-actively manage customer and disposal queries to ensure they are resolved in line with agreed Service Level Agreements on a national and regional basis creating a positive customer experience. • To pro-actively administer the Duty of Care process ensuring SUEZ R&R and client adhere to all applicable regulations. 	<p>Through customer welcome call.</p> <p>Through PR process.</p> <p>Salesforce reporting.</p> <p>Query tracking.</p>

<ul style="list-style-type: none"> • To assist in the management the “new business process” to ensure a smooth implementation of customer, ensuring new contract data is complete and entered accurately on the Operating System including, but not exclusive to, services, rates, contract details, special collection instructions, start dates. • To ensure that Customer Welcome Letters are sent within required timescales and delivery dates arranged accordingly. • To ensure that instructions for new container delivery are complete and entered accurately on the Operating System. • To action within agreed framework existing customer requests for contract amendments ensuring changes are entered accurately on the Operating System and all relevant stakeholders are informed to ensure customer experience of “easy to do business with” is achieved. • To escalate to the appropriate Customer Relations Manager all existing customer requests for contract amendments that fall outside of their agreed level of authority. • To pro-actively administer the credit and manual invoice process. • To administer / assist with any price reviews / increases within the branch environment. • To administer the purchase order system (SPOPS) ensuring integrity, accuracy and timeliness of order submissions from point of order to goods receipt. • To undertake the initial Customer Courtesy Call in a timely fashion to ensure monthly KPI target is achieved. 	
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In order to;	Provide the optimum customer experience and retain our customer portfolio
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Area Three – Compliance

Details	Delivery measure
<ul style="list-style-type: none"> • Work within Company Policies and Procedures. • To self-assess work produced in order to ensure quality standards are fulfilled. • To promote and support a culture within the region that focuses on customer service standards and quality, business efficiency and compliance with statutory regulations, company policies and objectives. • Adopting a Safety In Mind culture in order to ensure that every job can be done safely 	<p>Accident/severity rate.</p> <p>Regional Target.</p>

In order to;	Operate in a compliant and safe manner, protecting our staff, our stakeholder, the environment and reputation.
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In line with our Values and Ethics Charter, the job holder is expected to:

- Act in an honest, responsible and respectful manner to others.
- Be responsible for their own professional conduct.
- Comply everywhere and in all circumstances with the laws and regulations connected with their activities.
- Comply with our obligations to other parties such as shareholders, associates, clients, suppliers and the community.
- Ensure the health, safety and wellbeing of employees, customers and other personnel at all times.

The content of this job description reflects the main duties and responsibilities of the job and are not intended to form part of the contract of employment. SUEZ may revise the content of the role and responsibilities at its discretion.

Signature _____

Print Name _____

Date _____