

ROLE PROFILE

Job Details

Job Title: Head of Customer Excellence	Department: Lantra Awards
Responsible for: National Account Manager Customer Service Team x 3 (FTE) Customised Awards Manager Customised Awards Executive	Location: Head Office
Line Manager Job Title: Commercial Director	Date: April 2024

Purpose

<p>Drive up customer loyalty to maximise the sales of Lantra Awards technical Awards and qualifications working across departments with Heads of Industry.</p> <p>To ensure that Lantra Awards customers receive an exemplary level of service, generating high net promoter score and increasing sales, this will be achieved by:</p> <ul style="list-style-type: none"> • Proactive account management – stratified by account type • Reactive customer service team, dealing with issues within agreed SLA and identifying development opportunities for the business • Lead on our Customer First value within the business <p>To ensure that our customised awards grow in line with Board expectations and that these customers also feel they receive exemplary service, this will be achieved by:</p> <ul style="list-style-type: none"> • Proactively following up all the identified leads from Head of Industry targeting current market gaps • Reactively responding to incoming enquiries and ensuring the adequate quality assurance process is applied • Carry out random quality visits to ensure our customised centres are delivering quality products <p>To respond pro-actively to customer feedback and complaints this is achieved by:</p> <ul style="list-style-type: none"> • Responding to all complaints in line with policy • Responding to any comments on online platforms such as Trust Pilot • Analysing the underlying causes to identify trends

Responsibilities

Responsibility	Outcomes and measures
Sales of Technical Awards and qualifications	
Maximise the sales of Lantra Awards technical awards and qualifications working through the provider network.	<ul style="list-style-type: none"> • Account management strategy. • Sales plan and target for key accounts. • Data analysis and interpretation of sales data leading to sales initiatives.
Maximise sales through product focus working with Heads of Industry	<ul style="list-style-type: none"> • Agreed targets and measures for each product suite with relevant Head of Industry. • Agreed USP and key messages for each of our product suites. • Marketing collateral and publications developed to promote the Lantra Awards brand and uptake of products.

Customer Service Excellence	
Maintain a strategy to undertake account management calls based on provider potential and complexity	<ul style="list-style-type: none"> Account management strategy
Undertake account management activity on a specified group of accounts	<ul style="list-style-type: none"> Continually increase NPS from these customers A detailed understanding of the needs of Lantra Awards customers Providers have a detailed knowledge of Lantra products and services Growth in sales from managed accounts
Manage all other account management activity within the team and liaise with other account managers across the business	<ul style="list-style-type: none"> Continually increase NPS from Lantra Awards customers Consistency of individual managers NPS allowing for different customer base Growth in sales from account management activity
Manage a system of data capture and reporting to drive up business improvement, identify opportunities and grow sales	<ul style="list-style-type: none"> Quarterly report on industry and employer trends from customer interaction Opportunities identified for new product development. Opportunities identified for system and process improvements. Income targets achieved as the business overall Specific customer growth targets achieved
Capture market intelligence from account management activity	<ul style="list-style-type: none"> Provide reports to External Affairs on information relating drivers and barriers faced by employers aggregated at an industry level
Customer enquiries answered in line with SLAs	<ul style="list-style-type: none"> All SLAs monitored and reported on Increasing NPS Zero complaints about customer service
Customer complaints managed to minimise reputational damage and to stop re-occurrence	<ul style="list-style-type: none"> Comply with the complaints process Understand underlying trends and work with other departments to agree solutions
Support proactive marketing campaigns in alignment with marketing team	<ul style="list-style-type: none"> Campaigns delivered to time Impact of campaigns monitored and reported
Monitor, manage and report on all customer complaints across the business	<ul style="list-style-type: none"> Maintain a log of complaints Provide trend analysis Undertake root cause analysis to identify opportunities to improve from all complaints
Customised Awards	
Proactively recruit and onboard new customised awards providers based on information from Heads of Industry	<ul style="list-style-type: none"> Based on information from Heads of Industry maintain a target list Track potential providers through a sales pipeline Number of conversions Volume of sales
Support any new customised award that approach Lantra through the approval process	<ul style="list-style-type: none"> Percentage of proposals approved by Product Management Group NPA from new customised providers
Based on quality assurance strategy manage the quality assurance of customised providers	<ul style="list-style-type: none"> Customised Awards QA (Quality Assurance) strategy Number of visits undertaken

Management	
Provide effective team management and support	<ul style="list-style-type: none"> • Departmental plan developed timely and in line with the business plan. • Effective resources planning • Team delivers objectives set to meet KPIs (Key Performance Indicator). • Team engaged and performing to full potential • Timely and accurately completion of 1-1's and annual PDR's • Ensure departmental working instructions are up to date, regularly reviewed and followed across the business
Drive customer service expectations and initiatives across the business, to embed in the culture of the organisation	<ul style="list-style-type: none"> • Be the champion for customer service • Support other team across Lantra in their journey to customer excellence
Ensure the confidentiality and integrity of all data relating to the role in accordance with GDPR (General Data Protection Regulations) and the terms of employment.	<ul style="list-style-type: none"> • ISO accreditation maintained • Ensure team aware and contribute to their responsibilities. • Ensure GDPR are followed

Person Specification

Knowledge / Skills Required	
<p>Essential</p> <ul style="list-style-type: none"> • Clear understanding of customer metrics and how they drive performance and improvement • Excellent written and verbal communication skills • Understanding of the product portfolio (training provided) • Understanding of the customer online ordering system and processes (training provided) • Understanding of the requirements of ISO and GDPR • Ability to negotiate and manage stakeholders • Ability to use Word and Excel at intermediate level or above • Ability to manage a hybrid team, prioritise and delegate tasks. 	<p>Desirable</p> <ul style="list-style-type: none"> • Understanding of Lean Principles • Understanding of Quality Assurance
Experience	
<p>Essential</p> <ul style="list-style-type: none"> • Experience of developing and implementing a customer strategy that adds demonstrable value to the business • Experience of managing accounts • Experience of working collaboratively across the business to develop a customer centric business approach • Experience of managing a team, including motivating, and ensuring regular team and individual reviews • Experience of managing a budget 	<p>Desirable</p> <ul style="list-style-type: none"> • Experience of managing projects • Experience of working in an Awarding body or working with Training Providers.
Qualifications	
<p>Essential</p> <ul style="list-style-type: none"> • Good secondary level of education • Management development training • 	<p>Desirable</p> <ul style="list-style-type: none"> • Tertiary or higher qualifications in a business-related subject

Behaviours

A full list of suggested effective and ineffective behaviours can be found in the Behavioural Framework

Corporate Value	Expected Behaviours <i>(general or job specific)</i>
Customer First	<ul style="list-style-type: none"> • Ensure the team understand who the customer is and what their needs are • Leads by example and builds a culture of customer excellence within the team • Motivates the team to deliver excellent customer service • Support the team to resolve customer service problems
Commercially Driven	<ul style="list-style-type: none"> • Understands the business structure and their role in achieving business plan • Continually to look for opportunities to increase revenue • Shares best practice and market knowledge • Looks to streamlining process, costs, and resources to focus on adding value
Collaborative	<ul style="list-style-type: none"> • Encourages effective communication across all levels • Encourages staff to find better ways of delivering services, ways of working and reducing costs • Agrees expectations and priorities together • Recognises the priorities of other departments
Camaraderie	<ul style="list-style-type: none"> • Encourages all team members to work closely with other teams to ensure consistency of services • Is approachable and open to the ideas of the team • Encourages team spirit and manages conflict quickly and fairly • Encourages team members to support and assist others, celebrating successes
Leadership	<ul style="list-style-type: none"> • Allocates and delegates tasks as and when appropriate • Sets and agrees SMART objectives with team members • Monitors, evaluates, and provides feedback on team and individual performance • Tackles performance issues quickly and seeks direction and support as necessary
Personal Effectiveness	<ul style="list-style-type: none"> • Take ownership of a task they have been allocated and follows through • Plans ahead and communicates these plans to those who need to know • Is more proactive than reactive in their approach • Is adaptable when the needs of their role or the organisation changes