


Profile Title:	Customer Service Advisor	
Responsible To:	Customer Experience & Membership Manager	
Responsible For:	N/A	
Post Reference:	N/A	

Vision and Values

“Inspiring people to live active healthy lives”

- *We are always improving*
 - *We care*
- *We make a positive difference*
- *We are customer focused*
 - *We are one team*

Purpose of Post:

To assist in the delivery of our vision, ‘Inspiring people to lead active, healthy lives’, we must offer a fantastic, ‘customer focussed’ experience for members and users to be inspired to be active and healthy.

The Customer Service Advisor will have the responsibility for: Being the first point of contact to our customers on a variety of platforms, providing first-class customer service. Ensuring customer journeys are managed correctly with the relevant systems updated, and any queries are followed up when required.

The Customer Service Advisor will be a solution orientated with a passion for delivering excellent customer service. They should have the skills and desire to deal with customer queries in a prompt manner without comprising the customer’s journey.

Responsibilities:

- Be the first point of contact for all customers interactions on a variety of platforms such as telephone, email, social media or face to face, contributing towards the smooth running of the contact centre.
- Ensure that all customer interactions are logged correctly and followed up where required.
- Ensure that all documentation is completed and updated on our systems within set timeframes and in line with procedures.
- To ensure all enquiries are dealt with seamlessly from the customer’s perspective, liaising effectively with other colleagues across OCL.
- To continually develop a high level of product knowledge on all aspects of the sites timetable, facilities, prices, membership options, sales techniques and social media.
- Ensure that high levels of customer service are adopted at all times.
- Achieve personal monthly objectives, whilst contributing to achieving the overall KPI’s of the Contact Centre.
- Proactively drive utilisation and income levels through up-selling and cross-selling our services.
- Contribute to the increase in customer retention through effectively managing the membership cancellation process.
- Undertake such other duties and responsibilities of an equivalent nature as may be determined by the post holder’s supervisor / manager when required.

Criteria A: Essential D: Desirable	Method of Assessment A: Application I: Interview T: Task	
Education and Training:	Criteria	Method of Assessment
<ul style="list-style-type: none"> • Educated to GCSE or equivalent in both Maths and English • Customer Service Training/Qualifications • CRM/LMS training • High standard of numeracy and literacy 	A D D A	A/I A/I A/I A/I
Relevant Experience:	Criteria	Method of Assessment
<ul style="list-style-type: none"> • Previous experience in a similar customer service role • Our ideal candidate will have the key personable skills of caring, empathy, optimism/positivity and drive • Experience of using CRM/LMS systems • Knowledge of Gladstone MRM • Previous experience in the leisure industry • Understanding and appreciation of the importance of excellence in customer service • Excellent at problem solving and taking ownership • Good listening skills, understanding our members and customers' requirements • Confident in making decisions that support our customers and our business • A team player that can work effectively as 'One Team' who can learn from other colleagues • A problem-solving attitude with a passion and enthusiasm for Oldham Active 	A A A D D D A A A A A	A/I A/I A/I A/I A/I A/I A/I A/I A/I A/I A/I
General and Special Knowledge:	Criteria	Method of Assessment
<ul style="list-style-type: none"> • A sound understanding of the leisure industry. • Understanding of the principles of how Leisure Trusts operate. • Understanding of CRM systems 	D D A	A/I A/I A/I
Skills and Abilities:	Criteria	Method of Assessment
<ul style="list-style-type: none"> • Have an excellent knowledge of CRM/LMS and MS office applications. • Possess strong written and verbal communication skills. • Ability to prioritise workloads and plan effectively. • Able to work with little or no supervision. • Handling difficult situations with understanding • Problem solving • Negotiation influencing and persuasion • Decision making 	A A A A A A A A	A/I A/I A/I A/I A/I A/I A/I A/I
Additional Requirements:	Criteria	Method of Assessment
<ul style="list-style-type: none"> • Willing to work flexibly in accordance with policies and procedures to meet the operational needs of the business • Willing to undertake training and continuous professional development in connection with the post. 	A A	A/I A/I

