##### Role title: Customer Service Officer

##### Reports to: Customer Service Supervisor

##### Job purpose: To deliver an outstanding front-line service to customers contacting the BACP, delivering a positive and professional tone in all communications. Your expert knowledge of all aspects of BACP – its’ products, services and processes, ensures that customers’ needs are met, resulting in increased loyalty, advocacy and engagement with BACP.

**Financial: Member retention and increasing membership levels**

**Staff: None**

**Other: Knowledge of all BACP products, processes, services and initiatives, servicing 52,000 BACP members, engaging new members and increasing public awareness of the counselling professions**

##### Principal accountabilities:

1. Analyse, interpret and respond to all enquiries received within the Customer Services Team, ensuring correct information is provided in a professional and clear manner.
2. Take responsibility for ensuring that all enquires are followed through - liaising with relevant departments, to ensure that the customer’s requirements are met.
3. Engage and listen to members and customers’ needs and requirements, collating all feedback and disseminating this information to key stakeholders within the organisation to improve services.
4. Be knowledgeable and maintain a clear understanding of all the organisations products, services and initiatives, advising on and providing customers with the correct information.
5. Understand the external issues and sensitivities relating to the sector, to ensure that your communications with customers is relevant and empathetic.
6. Develop and maintain key relationships with all customers by being a BACP Brand Ambassador, living and breathing the brand, adhering to the organisations brand guidelines, portraying the correct tone of voice in all verbal and written communications, ensuring all customers are satisfied with the service they receive.
7. Actively contact members during their early membership journey to evaluate the organisations service, seek and identify any member requirements or needs and feedback information to key stakeholders within the organisation.
8. Actively contact members to promote BACP services (for example events), encouraging take-up and be proactive in taking bookings and payments.
9. Act as a Departmental Champion, meeting with colleagues, sharing and disseminating key information. Supporting colleagues with specialist enquiries in that area and feeding back to the Customer Service Supervisor and wider team.
10. Responsibility for managing, assessing and organising own personal workload, monitoring volumes and reporting back to the Customer Service Supervisor.
11. Ensure all enquiries are responded to in line with the departments service level agreement, monitoring in conjunction with the Customer Service Supervisor.

##### BACP Principal accountability

* To be a BACP ambassador by upholding and demonstrating our values at every opportunity, through verbal, written and face to face communication.

##### Context:

**Operating environment:** **Full understanding of all of organisations product range, services and initiatives. Servicing 52,000 members, engaging potential members and public via telephone, e-mail, website and social media.**

**Framework & boundaries:** **Identifies areas for improvement throughout the organisation. Opportunity to suggest changes to processes and procedures.**

**Organisation: see org chart**

##### Relationships:

**Direct reports: None**

**Manager:** **Customer Service Supervisor – weekly team briefings, monthly 1-2-1’s and monthly team meetings**

**Other contacts:** **BACP members – servicing 52,000, providing clear, concise and correct information. Key working relationships with all internal departments within the organisation, with an emphasis on knowledge sharing.**

##### Knowledge & experience:

* Experience within an office-based Customer Services Department is essential. (Experience of counselling and psychotherapy is not essential, although an interest in this field would be an advantage).
* Understanding the role of a Customer Services Department and its ‘fit’ within an organisation, accompanied with the drive to deliver this service to the standards set out in departmental Service Level Agreements.
* Excellent inter-personal skills with an ability to listen, empathise and communicate at all levels, including effective and clear verbal communication by telephone, face-to-face and written communication, letters, e-mails and reports.
* To be enthusiastic and committed about customer service. With a professional, engaging and friendly personality.
* Working knowledge of Microsoft Word, Excel, Outlook and CRM Systems.
* Ability to build relationships and rapport with all customers, providing a high value of customer service to uphold the organisations brand
* A good team player with excellent planning and organisational skills, demonstrating an ability to work together, multi-task and prioritise to achieve departmental Service Level Agreements.
* Support and train colleagues on the systems, processes and specialist BACP knowledge.

**Job Challenge:**

To be part of an outstanding team which delivers a consistently high level of service within a dynamic and evolving sector and organisation – with the focus in increased member, loyalty, advocacy and engagement.

##### Additional information

The team are occasionally asked to offer Customer Services support at external events and conferences, some of which may include travel and overnight stays.