

POSITION DESCRIPTION

Last Updated: February 2024

Position Information

Position Title	Customer Care Representative
Business Unit	Corrugated
Reports to	Customer Services Team Leader - Northern
Purpose of Position	The purpose of the Customer Care Representative is to manage and enhance the relationship between our lower sales volume customers for the key purpose of protecting and growing our business portfolio. The role will provide proactive and timely support to the customer portfolio including end to end services from enquiry to order placement to after sales service. The role is based in the office and will actively promote our products and services via inbound and outbound telephone activity. Some in field calling may be required where appropriate.
Business Unit of HR responsibility	Packaging New Zealand.

Number of Direct Reports	0
Number of Indirect Reports	0
Operating Budget	\$0
Sales Revenue	\$1m

Key Accountabilities

- Build and maintain exceptional business relationship with customers by providing prompt and accurate service so as to promote customer loyalty.
- Identify and explore all new business opportunities. Quantify all potential leads and determine best approach to convert (telesales or account manager).
- Answer enquiries by clarifying desired information; researching, locating, and providing information, completing transactions and forwarding requests.
- Resolve problems aligned to complaint resolution by clarifying issues; researching and exploring answers and alternative solutions; implementing solutions; and escalating unresolved problems.
- Ensure delivery of excellent customer service through first contact resolution, or of fast and accurate processing, communication, and coordinating with other departments if required to resolve enquires.
- Use questioning and listening skills that support effective telephone communication.
- Use an effective approach to handle special telephone tasks like call transfers, taking messages, call backs, holds and interruptions.
- Building positive rapport with different types of customers over the telephone.

- Schedule all customer appointments according to standard operating procedures and document all customer transactions and prepare required paperwork.
- Maintain and document into customer database, systems and applications by entering information relating to all customer interactions.
- Administer and prioritize all customer tasks and ensure achievement of all deadlines within required timeframe.
- Establish an outbound call cycle call schedule for proactively engaging with customers, that includes a welcome call and ongoing contact within the required cycle frequency based on business KPI's.

Key Performance Indicators

Internal Sales

- Conduct outbound calls to existing customers, offering exceptional customer service and representing the organisation's products.
- Analyse customer needs during conversation with them and have the ability to suggest the right Corrugated carton solution that fit's the customer's situation.
- Sell consultatively and make recommendations to prospects and customers of the various solutions the company offers.
- Actively identify new business lead opportunities and communicate these via the standard operating procedures to the relevant Business Development or Account Manager.
- Develop a database of qualified leads through referrals, telephone conversations and networking.
- Maintain accurate records of all sales and activities including sales calls, presentations, closed sales, and follow-up activities
- Work cross functionally with the customer services as well as operations team to ensure customer needs are being met.
- Provide Support to Customer Services Team.
- Establishing customer needs and identifying secondary or hidden needs, attempting to add value accordingly.
- Perform daily activity to achieve sales conversion targets and inbound/outbound sales targets.
- Complete understanding of the company pricing strategies aligned to each customer.

Customer Retention

- Operate as the lead point of contact for all issues, concerns and matters raised internally and externally that are specific to customers within your portfolio.
- Resolve problems clarifying issues; researching and exploring answers and alternative solutions; implementing solutions; and escalating unresolved problems.
- Identify "customers in jeopardy" through ongoing scheduled contact with customers and take all reasonable action necessary to take the customer out of jeopardy.
- Respond to customer issues and enquiries within the expected time frame.

- Build and maintain strong, long-lasting customer relationships. Develop new business with existing clients.
- Identify and grow opportunities within territory and collaborate with sales teams to ensure growth attainment.
- Maintain accurate records of all sales and activities including sales calls, closed sales, and follow-up activities.
- Work cross functionally with the operations and logistics teams to ensure customer needs are being met.
- Complete understanding of the company pricing strategies aligned to each customer.
- Apply call cycle calls to customers in line with KPI's.
- Update customer contact records to maintain current data.

Key Performance Indicators

- Gross Sales
- New Business
- Gross Margin
- Product Mix
- Zero Bad Debts
- NCRs
- Sales Forecasts/Reports
- Call Cycle's set up / Relationship feedback
- Customer Retention
- Customer Satisfaction Surveys
- Zero H&S incidents

Preferred Attributes

- Driven for results
- Proud of maintaining high standards of customer focus
- Professional approach to all tasks and responsibilities
- Interpersonal skills
- Calm and methodical approach
- Attention to detail
- Highly organised
- Strong influencer and negotiator
- Team player
- Excellent telephone skills
- Relationship builder

Technical Requirements

Qualifications	<ul style="list-style-type: none"> Desirable – Tertiary studies
Experience	<ul style="list-style-type: none"> Experience in B2B management in a call centre or similar Proven experience in maintaining existing customers and overachieving internal sales targets Competence in Microsoft Office packages Desirable - Experience within a manufacturing or packaging environment

Competencies (IC2)

JUDGEMENT <p>Effectively examines events, issues, and problems, and generates solution alternatives. Makes timely and sound decisions on everyday issues and problems by applying accurate logic, appropriate knowledge, expertise, and common sense.</p>	EXERCISE PROFESSIONAL JUDGEMENT <ul style="list-style-type: none"> Applies accurate logic and common sense in making decisions and coming to conclusions. Chooses courses of action or makes decisions that are consistent with policies, procedures, and rules. Makes timely decisions on problems/issues requiring immediate attention. Recognizes the implications and risks of actions and decisions.
EXECUTION <p>Manages work and work performance, holding associates accountable to effectively and efficiently completing work responsibilities. Demonstrates initiative, works to achieve results, meets or exceeds goals, acts on opportunities to create value.</p>	FOCUS ON EXECUTION <ul style="list-style-type: none"> Acquires the authority, support, and information needed to carry out work. Anticipates and works to remove obstacles to achieving quality results in a timely manner. Holds self-accountable for complying with policies, procedures, and work requirements. Prioritizes and balances time, actions, resources, and initiatives to ensure results are achieved.
FOCUS ON CUSTOMERS <p>Builds and delivers customer -cantered solutions that meet as many aspects of desired customer experiences, products, and services as possible. Provides customer-cantered solutions that go beyond existing customer requirements. Identifies opportunities that will benefit the customer, create value added services, and works in partnership with the customer to drive the business forward.</p>	MEET CUSTOMER NEEDS <ul style="list-style-type: none"> Accurately identifies customer requirements, expectations, and needs. Addresses customer needs by involving the right people (resources) at the right time. Continually searches for ways to improve customer service and remove barriers to service. Follows up with customers to ensure problems are solved. Seeks feedback from customers to identify improvement opportunities.
RESULTS ORIENTATION	PRODUCE RESULTS

<p>Demonstrates and fosters a sense of urgency, a "can-do" spirit, a sense of optimism, ownership, and strong commitment to achieving goals and organizational success as measured against world's best practice. Demonstrates a strong sense of ownership and a commitment to achieving meaningful results.</p>	<ul style="list-style-type: none"> ○ Demonstrates a strong sense of ownership and a commitment to achieving results at or above world's best practice performance levels. ○ Initiates timely action to address important issues. ○ Pursues initiatives/efforts to successful completion and closure. ○ Puts in persistent efforts to accomplish desired results.
<p>EFFECTIVE COMMUNICATION</p> <p>Prepares and delivers clear, concise, accurate, effective, and persuasive written and verbal materials/messages. Attentively and accurately listens to others. Promotes a free and timely flow of high quality information between self and others and across the organization; encourages the open expression of ideas and opinions.</p>	<p>PROVIDE PROFESSIONAL COMMUNICATION</p> <ul style="list-style-type: none"> ○ Communicates information clearly, concisely, and professionally. Keeps others informed. ○ Listens carefully and attentively to others' opinions and ideas. ○ Prepares and delivers coherent and credible presentations. ○ Provides timely, relevant information to those who need it. ○ Tailors communication style and content to the audience. ○ Writes reports, documentation, and other written information clearly and thoroughly.
<p>ESTABLISHING TRUST</p> <p>Gains the confidence and trust of others through principled leadership, sound business ethics, authenticity, and follow-through on commitments. Demonstrates principled leadership and sound business ethics; shows consistency among principles, values, and behaviour; builds trust with others through own authenticity and follow-through on commitments. Establishes open, candid, trusting relationships; treats all individuals fairly and with respect; behaves in accord with expressed beliefs and commitments; maintains high standards of integrity.</p>	<p>DEMONSTRATE INTEGRITY</p> <ul style="list-style-type: none"> ○ Acts in accordance with stated policies and practices. ○ Does not cover up problems or blame others for mistakes. ○ Does not disclose confidential information. ○ Follows through on commitments. ○ Is honest and direct in dealing with people.

Relationships:

Most Frequent Contacts	Nature or Purpose of Contact
Sales Manager	Coaching, training, direction, allocation of work, escalation for complex matters/complaints
Customer Service team	Collaboration, order prioritising, day to day servicing of customer accounts
Sales Team	Day to day servicing of customer accounts, responding to queries/requests
Customers	Determine needs, action order requests, handle customer complaints, provide order updates, build relationships
Planning/Production	Production schedule updates
Despatch	Delivery timeframes