**Responsibilities and main duties**

**Business Delivery**

* Deliver a high quality, welcoming and proactive enquiry and registration service for the full range of British Council events and activities. Our Customer Services offer enables us to stand out as a Cultural Relations organisation, building trust and creating opportunities.
* Provide a meet and greet service, welcoming all visitors, members and customers to the British Council in a friendly and professional manner and ensuring that they are directed to the appropriate person or place quickly and efficiently
* Contribute to customer service indicators like customer feedback and mystery shopping, customer effort assessment scores for the centre.
* Ensure that service level agreements with various teams are met and Frequently Asked Questions (FAQ’s), Information knowledge bank and response templates are maintained and up to date
* Respond politely and professionally to first level enquiries to queries, through various channels - face-to-face, phone, e-mail, social media and web chat, from visitors, members and customers. Anticipate their needs and offer them proactive support and forward all second level enquiries promptly to the appropriate person for response.
* Supports all aspects of operations on the ground and offsite as per business
* Operate with established Service Level Agreement timescales with a customer service focus
* Provide support to CS colleagues across India (including call centre and other offices) in following up for 2nd level enquiries and customer complaints to colleagues across the country as per escalation matrix. All enquiries are logged and statistics are maintained accurately
* Ensure that precise & accurate information is provided to the Contact centre team promptly. FAQ’s and standard responses to be kept up to date.
* Support Outbound calling / campaigns on social media as required
* Cross sell and up-sell services to customers at all stages of the customer acquisition process through face to face, outbound calls, SMS as well as online channels such as email and web;
* Deliver to team and individual targets on sales conversion and customer acquisition
* Appropriately manage customer complaints and transfer and refund/credit requests as per the agreed process;
* Ensure that customer data is obtained and recorded by you as per agreed practices.
* To play an advisory role in the Teaching centre customer journey, guiding students / learners in their learning path and supporting registration process

**Customers & Stakeholders**

* Effectively resolve and record customer enquiry, reason for contact and contact details on CRM / appropriate system
* All enquiries are logged and statistics are maintained accurately.
* Positive feedback is received from visitors and customers about query handling and registration service.
* Share customer feedback appropriately with the Business unit / sector teams using the given information systems.
* Get involved in customer relationship developmental activities to enhance their experience from customer satisfaction to customer delight.

**Risk & Compliance**

* Work closely with the Line Manager to ensure all the working is in compliance with British Council systems and standards.
* Responsible for ensuring the British Council Customer Management Framework (CMF) & Mystery Shopping standards are met.
* All the cash reconciliation and financial processes for recording income are followed in an accurate and timely manner

**Analysis & Reporting**

* High levels of positive interaction and information flow with and between various internal teams. Customer insight and feedback shared upwards
* All enquiries are logged and statistics are maintained accurately in CRM.

**Commercial & Resource Management**

* Use corporate financial systems and processes appropriately as part of the job and on behalf of a team. To reconcile end of day revenue as per the prescribed financial process.
* Convert enquiries into registrations and thereby contributing to business targets