

# THE ROLE...

**ROLE TITLE:** Customer Support Agent

**DEPARTMENT:** Customer Support

**LOCATION:** Head Office

**TRAVEL:** Text goes here...

## THE PURPOSE OF THE ROLE IS...

To consistently provide Outstanding Service and support for all William Hill customers, internal and external, with the organization while being an active promoter of the William Hill brand.

## ACCOUNTABILITIES

### HUNGRY FOR SUCCESS...

- Full understanding and focus on the deliverance of KPIs
- Ensure that all calls are answered within designated time scales
- Ensure average call handling times are delivered to achieve KPIs and all calls are followed through to completion in accordance with house rules
- Ensure that all abandonment rates are in line with the KPIs
- Through analysis of Management Information ensure any issues that do not comply with Company procedures are highlighted to Operations team
- Work to achieve the goals and expectations set forth by the CSM and CSS
- Promote Industry Leading Service by taking action to ensure that the highest company standards are maintained
- Be available to accept incoming calls at all times and take ownership of all calls logged
- Perform ad hoc duties as required
- Aware of key business information

### OUTSTANDING SERVICE...

- Provide Outstanding Service at all times, both to internal and external customers
- Ensure all company initiatives and strategies are followed
- Propose tools and interventions to CSM and CSS that are required to support improved service to all internal and external customers
- Proactively build great working relationships with key colleagues of all levels of the organization
- Maintain consistent brand standards at all levels in Customer Support in line company guidelines
- Ensure that all customer disputes are resolved in line with levels of authority and liaise with CSM, CSS, and line managers to support with remedy of root cause
- Always look to enhance the skills and knowledge

### MAKE IT HAPPEN...

- Remain fully compliant with GCB rules and regulations at all times
- Maintain a culture whereby security of employees, customers, information and property is highly regarded across all levels within the Customer Support team
- Provide accurate reports to line management
- Through structured business reviews with CSM and CSS, identify and improve poor performing areas
- Communicate with CSM and CSS to resolve issues in a timely and professional manner
- Flexible working as part of an effective staffing model
- Receive and act upon company communications
- Undertake additional tasks contributing to the Customer Support team, as needed or requested
- Adhere to all Company standards

### EVERYONE MATTERS...

- Help maintain a culture whereby optimum performance is delivered
- Help maintain an effective communication channels exist across the Customer Support Team which focuses on ensuring maximum employee engagement and performance
- Digest company information and look to implement any requests made
- Complete training within company time scales
- Support colleagues within the Customer Support Team
- Identify and plan areas for personal development
- Partake in regular review
- Participate in a Customer Support Team that fosters a multi-skilled environment
- Support a fun and consistent working environment for the team

#### PEOPLE

REPORTS TO: Customer Support Manager  
Customer Support Supervisors

DIRECT REPORTS: None

#### FINANCIAL

DIRECTLY RESPONSIBLE FOR:

Dealing with all internal and external customer queries and managing through to resolution

INDIRECTLY RESPONSIBLE FOR, OR HAS SIGNIFICANT IMPACT ON:

Delivery of Outstanding Service that can be benchmarked against competition

#### KEY RELATIONSHIPS

Area Managers, Customer Support Supervisors, Customer Support Manager, Human Resources Team, Trading Team, Studio Operatives, Legal Team, CBS Team, Information Services Team, and Finance Team

#### PERFORMANCE IS MEASURED BY...

Providing Outstanding Service, support the team in the delivery of Customer Support objectives, display a good level of knowledge and understanding of regulatory requirements, utilize training and development opportunities to enhance performance/skills levels, is punctual, reliable and trustworthy

#### KEY SKILLS, KNOWLEDGE, EXPERIENCE & QUALIFICATIONS WE ARE LOOKING FOR...

- Have a genuine interest in working with and helping customers, both internal and external
- Have good communication skills
- Gives quick and effective speed of service
- Are able to handle complaints and difficult situations in a calm and patient manner
- Ensures high standards, shows initiative, proactivity and professionalism
- Flexibility to perform different tasks and follow procedures correctly
- Has the drive and enthusiasm for personal development

#### WOULD SUIT SOMEONE WHO.....

- Is committed to providing the best service experience possible
- Has a passion for helping others and solving problems
- Enjoys working in a fast paced environment

#### MAY NOT SUIT SOMEONE WHO.....

- Struggles when under pressure
- Prefers a 9am-5pm, Monday-Friday work schedule
- Likes working in isolation