**Job TITLE Senior Customer Loyalty advisor**

**POSITION IN ORGANISATION**

**Reports to:** Team Leader **Division:** Direct365

**The Organisation:**

Our vision is to be the UK’s number one provider of essential workplace products and services for small businesses. We value helpfulness, reliability and innovation within our employee base, and believe in giving everyone the freedom to do what they do best. Our aim is to combine our buying power with friendly expert advice for everyone’s peace of mind that the job’s well done.

#### MAIN PURPOSE

The purpose of this role is to ensure the delivery of an excellent ‘Direct365 Customer Journey’, with a clear focus on retention. You will develop and maintain excellent relations with existing customers resulting in increased levels of customer retention. As a Senior Customer Loyalty Advisor, you will be responsible for delivering outstanding customer service, maximising the retention of contractual customers, and ensuring the smooth transition of pre-terminated contract customers between team members. You will also provide guidance and support to other team members as a senior member of the team, helping to drive business performance and improve customer satisfaction.

**key taSKS**

* Deliver exceptional customer service through proactive communication, issue resolution, and account management.
* Ensure pre-terminated contract customers are distributed fairly and efficiently between team members.
* Manage forward-dated contracts to ensure timely renewals, upgrades, or cancellations.
* Support the Team Leader in developing and implement strategies to maximize customer retention.
* Collaborate with internal stakeholders (e.g. sales, service, accounts and suppliers) to resolve customer issues and improve business processes.
* Manage and take responsibility for the customer resign process (including distribution to the wider team) with the aim of retaining the account with the new business owner, including:
	+ Identifying opportunities to upsell or cross-sell customers.
	+ Negotiating contract terms and pricing to retain the account.
	+ Coordinating handovers between team members and ensuring seamless transitions for customers
* Provide guidance and support to other team members on complex cases, helping to drive business performance and improve customer satisfaction.
* Maximize retention of contractual customers by identifying and addressing potential issues proactively and developing tailored solutions to meet their needs.

**PERSON SPECIFICATION**

* 2+ years of experience in a customer-facing role, with a proven track record of delivering exceptional customer service.
* Strong communication and interpersonal skills, with the ability to build rapport with customers and the wider team.
* Excellent problem-solving and negotiation skills, with the ability to resolve complex issues.
* Proven experience in retention management, with a strong understanding of account management principles and practices.
* Ability to work in a fast-paced environment and prioritize multiple tasks and projects simultaneously.
* Excellent telephone communication skills with a confident, approachable and professional manner.
* Ability to manage difficult situations and the stress associated with them.
* Excellent soft skills – including listening, motivating and communicating.

**QUALIFICATIONS**

1. C Grade or above Maths and English G.C.S.E or equivalent
2. A Levels or equivalent desirable

**CONTACTS AND COMMUNICATION**

**Internal**

* Management Team
* Team Leaders
* Internal staff

**External**

* Suppliers and subcontractors (Both Group and External)
* Customers
* Prospects