



person specification

Job title: Customer Service Advisor

Reports to: Customer Service Supervisor

Job purpose:

To effectively manage PGL's Adventure UK customer journey, by providing a high level of customer service in order to meet customers' needs, and secure return business year on year.

Key responsibilities:

1. Effectively manage all pre-travel communication for PGL's Adventure UK centre bookings

- Effectively manage all communication with customers by email & telephone
- Ensure customers are aware of, and assisted in meeting all deadlines for the return of essential information
- Maintain accurate administrative and financial records on each booking, proactively verifying booking details throughout the booking process and updating the computer-based systems
- Efficiently manage workload and prioritise tasks appropriately, using resources available
- Provide accurate and timely information about groups and their bookings to centre colleagues and other departments/colleagues as required
- Handle telephone calls, correspondence and associated administration for schools and group bookings in an efficient and timely manner.
- Support customers in ensuring payments are received on time, including chasing overdue payments

2. Maximise opportunities to grow our business by securing repeat bookings and providing a high level of customer service

- Make regular appropriate contact and build positive relationships with Party Leaders to ensure repeat bookings
- Proactively seek repeat business from existing customers during contact with them prior to travel, at every suitable opportunity within departmental guidelines
- Ensure every customer is offered the opportunity to rebook their preferred future dates in advance of travel on their current booking
- Meet & strive to exceed expected rebooking & customer service targets
- Identify and overcome re-booking barriers, offering innovative solutions
- Use our CRM system effectively to maintain accurate electronic records for each customer and communication with any potential customer
- Respond to customer feedback in a timely manner and identify and communicate opportunities to make improvements to customer service supervisors
- Assist in first line handling of complaints

3. Develop an in-depth knowledge of your customers and the centres they visit. Work with your colleagues to ensure all customers' needs are met

- Gain a thorough knowledge of our product in order to fully understand the needs and requirements of our customers.
- Build an understanding of who your customers are and what pressures they are under
- Take part in team building events and centre visits to keep knowledge up to date
- Work closely with centre colleagues to ensure all customer needs are communicated and met



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- Work closely with the Customer Service Administrators to ensure booking administration is maintained accurately and information is sent to customers in a timely manner
- Support the wider PGL team by acting as the first point of call for questions about your centre/customers

4. Proactively manages self

- Actively looks to improve work ways and promotes a culture of continuous improvement
- Adopts a positive attitude to change. Recognises that change is necessary.
- Manages own time and workload effectively to focus on best value activities.
- Reviews own performance and skills against the needs of the role. Actively seeks, and participates in, opportunities for development

Other responsibilities:

- To work closely with and support your colleagues in the Customer Service Administrator role to ensure a smooth customer journey is achieved.
- Support your colleagues in the Customer Service Administrator role, and take on additional tasks as and when required due to sickness, annual leave etc.
- To ensure that at all times you adhere to PGL policies and procedures

Relevant experience:

	Essential	Desirable
Have a clear idea of what exceptional customer service is and provide it on a daily basis	✓	
Keeps calm under pressure	✓	
Strong personal organisation skills – ability and experience of effectively prioritising workloads and multi-tasking	✓	
Confident and polite telephone manner	✓	
Excellent oral and written communication skills	✓	
Computer literate with experience of Word and Excel	✓	
Keen attention to detail		✓
The ability to work unsupervised and as part of a team and to adhere to strict deadlines	✓	
Experience of dealing with customers via telephone and email	✓	
Previous experience of working with schools and groups or within other travel industry sectors		✓
Experience of dealing with customer complaints		✓



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Key competencies:

Competency statement	Competency Area
Takes responsibility for the delivery of an exceptional customer experience	
Develops and maintains effective relationships with others	
Communicates appropriately and effectively with others	
Accepts responsibility and accountability for own performance and areas of responsibility	
Makes sound decisions based on knowledge, experience and available information	
Understands the business context for change and works to ensure that it is successful	
Embraces innovation. Considers new or innovative approaches and solutions	
Manages own time and workload effectively to focus on best value activities	
Shows integrity in own work, and in dealings with others	

Additional Information:

Right to Amend The company reserves the right to amend the job description in consultation with the member of staff to reflect changes in the role.

Safeguarding of Children Due to the nature of the role, centre based staff and certain Head Office staff employed by PGL are required to obtain satisfactory enhanced disclosures from the Disclosure and Barring Service (DBS) or a Protection of Vulnerable Groups Check (PVG), which PGL will pay for. Additionally, all PGL staff will need to have received satisfactory references prior to starting employment. You have a duty to report any safeguarding concerns through the appropriate channels throughout your employment with PGL.