

POSITION DESCRIPTION (Gr1-5)



TITLE	CUSTOMER MANAGEMENT REPRESENTATIVE
Division	Sales & Marketing
Reports to	Account Contact Centre Coordinator
Direct Reports	Nil
Location	RWWA, 14 Hasler Rd, Osborne Park

KEY FUNCTIONS / RESPONSIBILITIES OF THE POSITION

Responsible for the provision of all associated first-line customer management for RWWA's account customers, including account opening and maintenance processes and managing general customer queries and complaints.

SPECIFIC DUTIES OF THE POSITION

- Communicate and action the end-to-end account opening process to assist in the conversion of customers to RWWA.
- Act as the first point of contact in initiating and responding to requests from customers to open TAB accounts.
- Action ongoing maintenance issues relating to TAB customer accounts and ensure system data remains updated and current.
- Log and respond to complaints and queries from account customers.
- Maintain a thorough understanding of current Regulatory requirements relating to the account opening and identification process.
- Provide the first point of contact for all general enquiries relating to the use of RWWA's electronic distribution channels.
- Provide first level customer support for Internet (www.tabozbet.com.au) related issues.
- Provide racing information to account customers, as requested.
- Respond to general enquiries submitted from account customers via the Infoserv system.
- Ensure the timely processing of credit card deposits to customer accounts.
- Proactively initiate contact with high-value customers regarding the ongoing nature of their TAB account, in order to maximise customer satisfaction and assist RWWA to maintain a long-term relationship with valued customers.
- Provide feedback to the Account Contact Centre Coordinator regarding any concerns or trends regarding RWWA's provision of customer service and recommend initiatives to improve customer service, as appropriate.
- Maintain a current understanding of RWWA's products, services, current marketing campaigns and initiatives.

EXPERIENCE, KNOWLEDGE, SKILLS AND ABILITIES RELEVANT TO THE POSITION

- Previous relevant experience working in a customer service or sales and marketing environment.
- Clear and articulate verbal communication skills, including the ability to relate to customers in a professional and engaging manner.
- Proven ability to consistently deliver quality customer service.
- Proven ability to effectively negotiate and resolve conflict with challenging and confrontational customers.
- Well developed organisational and administrative skills.
- Ability to effectively prioritise workload in order to focus on the achievement of value-add tasks.
- Proven keyboard skills, with the ability to simultaneously operate multiple software applications.
- Good attention to detail, with the ability to undertake the input, extraction and modification of data to a high level of accuracy.
- Sound mathematical skills, including the ability to process large figures.
- Ability to utilise initiative to identify common workplace problems and recommend sound solutions.
- Ability to work effectively both as a member of a team and autonomously, under minimal supervision.
- Willingness to participate and contribute sound ideas and suggestions during team discussions.
- Sound knowledge and understanding of the racing and wagering industry is desirable.
- Willingness to learn and remain abreast of current RWWA products, services and marketing initiatives.

OTHER

Special Conditions / Allowances

- This position requires the ability to work night, weekend and public holiday shifts as required, in order to meet operational requirements.
- Appropriate shift allowances and overtime penalties will apply.

CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job.

Occupant:

(print name)

I have read this document and agree to undertake the duties and responsibilities as listed above. I also acknowledge that I may be required to undertake additional duties and responsibilities from time to time that are not detailed herein.

Signature:

Date:

General Manager:

Signature:

Date: