

JOB DESCRIPTION



Section 1: General information	
Job title:	Head of Customer Service
Department:	Customer Service
Reports to:	Head of Customer Experience
Section 2: PenCarrie's story and purpose	
PenCarrie's story: With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.	
PenCarrie's purpose: The distribution partner that enables exceptional customer success.	
Section 3: Purpose and responsibilities of the role	
Main purpose of role: Great customer service has always been at the heart of what we offer our customers at PenCarrie. With the expectations of an outstanding customer service experience increasing at pace we are recruiting for a Head of Customer Service to rapidly evolve our service experience and embed a culture of customer-centricity so that this remains a clear point of difference for the company. As Head of Customer Service you will provide strategic and operational leadership of the customer service function at PenCarrie to deliver outstanding, evolving experiences that exceed customer expectations, leverage the latest technology, profitably, meet business goals and provide a point of difference for PenCarrie. This is an incredibly exciting time to join the team because the role is pivotal to the successful introduction, design and embedding of a new digital contact centre. You will be experienced at leading teams to deliver an outstanding experience via an omni-channel, digital contact centre environment and to embrace new technology. On a day-to-day basis you will work collaboratively with the supervisors to develop a team that always goes that extra mile to help our customers to succeed. You will ensure that they have the hard and soft skills to provide a consistent experience that influences the way customers connect with PenCarrie to drive customer satisfaction, NPS and profitable growth. You will thrive on the challenge of constantly evolving our customer service function at a strategic as well as operational level. You will design and lead change in the areas of culture, team structure, systems changes, process improvement and training. You will be commercially aware and data-driven, able to translate commercial goals and functional reporting into action that drives profitable customer retention. With continued growth on the horizon you will grasp the opportunities that new technology and geographies provide, be familiar with CX and CRM platforms and be passionate about the customer journey.	

Main responsibilities:

1. Leadership, Strategy and Change:

- Evolve a customer service offering in collaboration with the Head of Customer Experience, that aligns with the company's goals and objectives.
- Step in to lead a large-scale technology transformation initiative for the function, that will improve the customer experience. Embed these successfully in the team.
- Own and manage the customer service offering ensuring that desired customer outcomes are tracked and achieved.
- Ensure the team is structured, resourced and supported to deliver the strategy and operational plan.
- Lead, mentor, and develop a high-performing customer service team, including supervisors and delivering PDR's for direct reports.
- Identify and build business cases for changes, tools and technologies which will enable the team to better serve customers profitably. Embed these successful in the team.
- Be a subject matter expert, leading and contributing to cross-functional initiatives to ensure a seamless customer journey.

2. Outstanding Customer Experience:

- Engage the hearts and minds of our team to go the extra mile for our customers. Establish and nurture a proactive, responsive, empowered, customer-led culture in a team who love their jobs.
- Agree service standards and ensure effective resource utilisation to support these.
- Communicate a vision for what a great customer contact looks and feels like across all channels. Translate this into operations ensuring data, systems and processes are in place to enable and report on this.
- Equip the team and supervisors with the right frameworks, policies, process understanding and training to be empowered to deliver an outstanding experience and love doing it.

3. Day to Day Operations:

- Ensure the consistent delivery of an outstanding customer service experience
- Ensure key company processes underpinning customer experience and commercial performance are understood and adhered to.
- Assess training needs for the team, both collectively and individually, in order that they can perform their job effectively.
- Structure and equip the team to run effectively and efficiently day to day with minimum support .
- Lead regular meetings, in order to promote a positive work environment and engage all teams to deliver on their promise to all customers and internal team.

4. Continuous Improvement:

- Focus on continuous improvement through root cause analysis of customer pain points and operational issues (including complaints, customer contact types and customer verbatims).
- Build effective relationships with other customer facing teams to identify areas of friction where experience could be improved.
- Continuously evaluate and improve processes so that team efficiency is increased.

5. Responsible use of resources:

- Monitor the market and the operation to identify, analyse and interpret opportunities and risks that might impact the strategy or operational activities, recommending responses.
- Manage the Customer Services budget, inputting to yearly planning cycle and managing spend to achieve business targets throughout the year.
- Forward plan resource levels to reflect changing market demand and needs of the company.

6. Performance, Reporting and Improvement:

- Develop, monitor, improve and report on key Customer Service metrics alongside qualitative customer and team members feedback, develop action plans to address customer friction points and capitalise on growth opportunities.
- Ensure systems and processes are in place to enable customer feedback to be systematically gathered and shared with relevant teams to improve business performance and customer experience
- Ensure the team is utilising data and analytics to drive decision-making.

7. PenCarrie Leadership Team:

- Deliver the tactical implementation of strategic change as required and ensure the team are aligned behind any changes.
- Communicate the company vision and values to the Customer Service team in a compelling manner.
- Lead companywide projects and input as an SME where required.
- Work with IT Team, Sales Team Manager, Marketing Manager and Digital Manager to improve overall customer experience, assist with feedback and customer management.
- Build relationships with key customers and suppliers, including occasional off-site visits.

Section 4: Person specification**Knowledge, skills and experience required:****Essential**

- 3+ years proven experience in a customer service leadership role, managing and developing a high performing customer success/service team
- Experience leveraging the functionality provided by digital contact centre software ideally Cisco WebEx.
- Strong understanding and experience of the components, procedures and training required to deliver outstanding customer service, efficiently in an omni-channel digital environment.
- Track record of leading and galvanising a team to successfully adopt new systems and processes and deliver change.
- Ability to inspire teams to own and constantly improve customer outcomes.
- Excellent communication and interpersonal skills, with the ability to build strong relationships with customers and internal stakeholders.
- Data-driven mindset with strong analytical skills and the ability to interpret and act on data insights for the benefit of the customer.
- Experience with CRM, CX and customer success tools (e.g., Microsoft Dynamics, Salesforce, Delighted).

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- A proactive, results-oriented approach, with a passion for customer success and continuous improvement.

PenCarrie Values

We're dedicated to customer success

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

We build strong and respectful relationships

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

We grow responsibly

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities



Section 5: Job description prepared by

Job title: Head of Customer Experience

Date: October 2024