

JOB TITLE: Outbound Representative

REPORTS TO: Call Centre Manager

FUNCTIONAL RELATIONSHIPS WITH:

Internal:

- Sponsor Support Team
- Marketing Team

OBJECTIVE: This is a results-driven role where success is measured by reduced attrition rates and increased income from existing supporters.

The Outbound CS Representative is primarily proactive outbound calling to CCF sponsors with the objective of gauging customer satisfaction along with general account maintenance duties.

The Outbound CS Representative will be required to conduct specific phone-based research and surveys as required by the organization.

The Outbound CS Representative will be responsible for successful conversion of donor leads to active sponsors by maintaining ongoing dialogue by all available mediums i.e. phone, email, letters and fax.

The Outbound CS Representative will be responsible for contacting donors in arrears and negotiating payment options with aim of quick resolution.

Key Result Areas:

1. Proactive calling for Customer Satisfaction surveys
2. Other phone-based research and surveys
3. Donor Arrears management
4. Cancellation surveys and win-backs
5. General Duties

Key Tasks:

1. **Proactive calling for Customer Satisfaction Surveys**
 - a. Successful completion of set calling targets
 - b. Recording of responses and analysis of results
 - c. Reporting/Escalation of abnormalities to Contact Centre Manager.

2. Other phone-based research and surveys

- a. Conduct phone-based research with specific objectives as laid out by Call Centre Manager and Marketing Team.
- b. Recording of responses and analysis of results
- c. Reporting/Escalation of abnormalities to Contact Centre Manager.

3. Cancellation Surveys and Win-backs

- a. Calling cancelled accounts to identify key arrears of failing
- b. Probe cancellation reasons
- c. Attempt to remedy and win-back cancelled accounts

4. General Duties

- a. General account maintenance such as change of personal details, address, etc.
- b. Noting of all actions and conversations held within account memos.
- c. In all areas to undertake other related duties as required.
- d. At all times to manage and conduct the activities of CCFNZ in a professional and ethical manner.
- e. Ensure that all business systems and processes (especially financial) are adhered to correctly.

Critical Success Indicators:

- Cancellation rate
- Growth rate (sponsors and income)
- Conversion (leads to active supporters)
- Customer Satisfaction Surveys

This job description is agreed by the employer and employee stated below:

Kathrine Seavill, Contact Centre Manager, CCF NZ Ltd

(Date)
