

Job Description

Position:	Customer Solutions Specialist
Reports To:	Customer Experience Manager
Employment:	Full-Time

Who is OfficeHQ

OfficeHQ is a global success story, you may have already spoken to one of our receptionists at OfficeHQ without realising it. We handle calls on behalf of hundreds of thousands of businesses, providing that all-important human contact for customers. Our telephone answering service, includes messaging and appointment scheduling, all built and delivered on a cloud-based platform serving clients globally. We provide our clients with the professional image of a true receptionist experience, no more answering machines or unreliable voice mails. This role is a vital cog in the OfficeHQ model.

What We Offer

OfficeHQ offers:

- a competitive salary
- flexible working policy with opportunities to work from home
- great team environment with work-life balance
- benefits including wellness and reward programs
- opportunity to work in global markets

Being part of the OfficeHQ journey promises to be an exciting and engaging experience with lots of autonomy and the opportunity to develop new skills.

Role Purpose:

In this role, you will contribute to OfficeHQ's growth by driving solution-based subscriptions from new and existing customers, using a lifecycle management approach. You will use insights from marketing and analytics tools to understand the best ways to target customers. You will develop long-term relationships with customers through active listening, proposing the right solutions, monitoring their spend over time, assessing levels of customer satisfaction and recognising opportunities for up-sell and cross-sell. You will achieve sales targets using your expanded product and service knowledge, traditional and digital marketing tools, customer analytics and persuasive sales techniques.

Key Responsibilities and Tasks:

- **Leverage marketing and analytics tools for customer awareness, conversion & insights**
 - Assist to identify customer segment opportunities and contribute to the development of targeted offers to increase takeup.
 - Recognise where customers are dropping out of sales journeys and propose/execute experiments to learn and implement improvements.
 - Monitor and contribute to customer engagement via social marketing and other digital channels
 - Assist with the collection of customer data via all channels to build clear insights on the use and non-use of products, services and trials.
 - Provide input to shape customer-focused brochures, email templates and marketing materials to fully showcase OfficeHQ's range of products and services.

- **Manage pipeline of prospective and trial customers for OfficeHQ and resellers**
 - Manage inbound leads and enquiries (phone/email-based sales consulting is essential)
 - Assist new and trial customers with information on products, prices, availability and use
 - Grow our affiliate and reseller networks and opportunities to expand our lead pipeline
 - Recognise where prospects are in the buying cycle and tailor your pitch accordingly
 - Use your strong product and industry knowledge to demonstrate potential service value
 - Check-in on customers during the trial to maximise opportunities to convert to paid subscriptions
 - Nurture prospects and encourage high levels of trial usage
- **Grow takeup of paid virtual reception, call answering, virtual address and packaged solutions**
 - Recognise conversion opportunities and actively strive to close sales
 - Develop and refine sales and retention messaging to improve conversion rate over time
 - Assist to develop new sales techniques to market and cross-sell our growing product range, eg. Escalation Services, Lone Worker, Virtual Address and Advanced Scripting.
 - Encourage and reward referrals and recommendations from existing customer base
- **Actively re-engage cancelled, dormant and seasonal customers with appropriate sales pitches**
 - Monitor previous customers throughout their lifecycle and recognise cues as to when to re-engage with customers for a positive outcome
 - Actively manage seasonal schedules to encourage and invite previous customers return to us.
- **Maximise upsell and cross-sell from existing customer base**
 - Establish, develop and maintain positive client relationships
 - Identify opportunities to cross-sell or up-sell core or related services to existing customers, taking a solution-based approach to selling.
 - Identify triggers and account changes that can indicate openness to increase subscription value or product takeup
- **Meet and exceed sales targets through marketing automation and analysis**
 - Monitor progress towards business sales targets and use interventions when KPIs are at risk
 - Track sales and status reports to better understand levers
 - Contribute to the development of sales plans for each industry and target market
 - Contribute to content marketing, which targets clients throughout their lifecycle
- **Provide a high level of client care**
 - Foster and maintain relationships with clients to improve our retention rate
 - Support Customer Experience Specialists to manage client service requests, as required.
 - Support with after-hours care when needed.
- **Actively contribute to a continuous improvement, data-driven culture**
 - Provide regular insights into customer needs, problems, interests, competitor activities, and market potential for new products and services.
 - Review and analyse factors impacting sales performance within the team
 - Identify process improvements and assist to implement/measure as required
- **Constantly grow the technical proficiency within the team**
 - Embrace new products as they are introduced (eg. Chat) and confidently support customers throughout the sales and implementation process.
 - Understand and comply with information and communications security and acceptable use policies

Knowledge & Experience Requirements:

- 2+ years' of experience in a sales representative role, preferably B2B
- Highly developed communication, interpersonal and negotiation skills
- Outstanding communication skills both verbal & written
- Ability to build and manage a strong sales pipeline
- Exceptional customer-centric selling skills across the customer lifecycle
- Analytical mindset and an ability to learn new tools quickly
- Comfortable with social media platforms and digital marketing tools
- Proficient using visual marketing tools, eg. Canva
- Demonstrated history of striving to support innovation and best practice
- Strong attention to detail and a proven ability to get things right first time
- Ability to work both autonomously and as part of a team
- Organisational skills with the ability to manage numerous activities and priorities at once
- Positive, client focused attitude
- Ability to thrive in a fast-paced environment
- Strong computer skills and excellent phone disposition

Employment Term:

This is a full-time role of 37.5hrs per week. Flexible working to suit business needs is required.

Note:

This position description represents the role and responsibilities at the time of appointment, however due to the dynamic nature of our business, the key tasks and responsibilities are likely to evolve over time. The flexibility to adapt to any changes should be considered a key requirement of working at OfficeHQ.