



## CUSTOMER MANAGER JOB DESCRIPTION

**REPORTS TO:** Sales/Lettings/Commercial Manager

### **SUMMARY:**

To support the Manager by performance managing the applicant side of the business

### **KEY RESPONSIBILITIES:**

- Consistently provide exceptional customer service to ensure we deliver on commitments to retain clients and engage positively with all customers to ensure they become referrers of future customers and clients
- Ensure all personal and branch activity and income targets are exceeded
- Assist the manager with the structure and organisation of the office diary to ensure adequate time is given to key activities (e.g. applicant management, client feedback, canvassing etc.)
- Assist in the company goal to create the largest active market share of any agent in the area
- Assist the manager to ensure branch staff adhere to the Business Priorities and Client Standards, and constantly deliver exceptional client standards
- Provide exceptional customer service at all times to encourage commendations and recommendations

### **THE ROLE:**

Monitor, manage and develop the applicant processes within the branch/department using the relevant section of the branch opportunity report and the relevant section of the branch activity report to include the following:

- Ensuring customer greeting process is carried out
- Ensuring the applicant registration process is carried out
- Ensuring the no details policy is carried out
- Ensuring the qualification process during applicant registration is correctly delivered
- Ensuring the requalification process during applicant calls is correctly delivered
- Ensuring that all applicants are added to NG the same day as registered
- Daily review of previous Applicants registered to ensure that selling opportunities are maximised at registration – qualification, multiple viewings and third party as well as Client Visit's booked
- Ensuring that selling opportunities are maximised from applicant calls – re qualification, multiple viewings and third party as well as Client Visit's booked
- Ensuring that the correct viewing booking process is followed, in particular creating urgency by market chat and setting expectations of the applicant as far as indicating acceptable offer levels
- Daily review of all viewing feedback ensuring is done via the mobile app, utilising the price slider
- Ensure that all clients looking locally are registered and are offered priority applicant service
- Run the afternoon sales meeting to the prescribed agenda
- Daily review of all viewings booked previously for additional viewings, third party, Client Visit's
- Daily review of all branch HOT and LHTS applicants with action for each for afternoon call outs to include:

- Requalification of motivation/situation
  - Additional viewings from register
  - One off viewings of Client Visit's, Withdrawns and Touts with client numbers
  - Door knocking and leaflet dropping of Touts with no client numbers
  - General wanted canvassing of properties
- Daily review of all Active offers, Offer Agreed deals to create actions to reach Sale Agreed
  - Weekly review with LM of all Investors and LL's looking locally allocated to lettings team
  - Daily review with FS advisor of all opportunities missed and targeting Advisor to contact to recover
  - Responsibility for applicant reassignment – to be done weekly or immediately following staff changes or when applicants have not been dealt with correctly
  - Responsibility for quality of Client Visit's booked and information obtained from applicant registration and applicant contact as well as diary planning and decision maker attendance from the negotiator team
  - Responsible for conversion of Client Visit's from all applicants at registration and on contact
  - Attend the weekly Vendor Management meeting and review client objectives with the manager and the team and make calls to clients to update them with feedback and advise them on price as well as obtain outstanding compliance items
  - Ensure consistency and quality of applicant care and communication to engage successfully with their property search
  - Drive team afternoon call out volumes to levels agreed at the afternoon meeting to ensure all opportunities agreed in the pm meeting are contacted
  - Assist the manager in order to ensure you grow market share in your coverage area regardless of market conditions whilst meeting all financial targets, personal targets and keeping branch expenditure within budget
  - Act as a point of contact in managers absence in order to ensure the continuous success and smooth-running of the branch
  - Run applicant reassignment once weekly and reassign all uncontacted or incorrectly registered applicants
  - Maintain client relations through weekly client calls regardless of viewing activity to re-enforce quality feedback to Vendors/Landlords and where appropriate, plan for a full re-appraisal
  - Monitor and maximise viewings levels with qualified customers to ensure full exposure of our client's properties to the market place and a positive customer viewing experience
  - Ensure the offer process is correctly adhered to and that offers taken are fully recorded, submitted promptly and financially qualified and that the correct notifications to clients are made within regulated timescales
  - Achieve and strive to exceed all personal and team targets and maximise personal activity level through high standards of customer communication
  - Understand the Company's business priorities and utilise the daily structure to ensure you are focused on personal key activities and able to offer support to the branch in order to achieve the overall key objectives
  - Assist the manager in order to ensure files/applicant notes are utilised for effective customer communication and allow for informed negotiations
  - Support the manager in running the mid-day team meeting using the current approved agenda which focuses on applicant activity levels and call out maximisation on properties
  - Provide customers and clients with details of all Chancellors products and services to maximise revenue and provide a full service as part of our on-going client management
  - Assist the manager in monitoring withdrawn/abandons rate and taking corrective action when this falls below agreed levels

- Read and implement the guidelines/actions contained with the Company Newsletter and ad-hoc e-mails from Head Office
- Comply with all administrative procedures
- Achieve or maintain membership of professional qualification
- Actively manage and record CPD hours required for associated membership

**PERFORMANCE BUDGETS**

	<b>Annual Net Sales/Exchanges OR Personal Income Budget</b>		<b>Client Visits Booked per week (Sales and Lettings)</b>
Sales	60	£240,000	5
	<b>Annual PIS OR Personal Income Budget</b>		<b>Client Visits Booked per week (Sales and Lettings)</b>
Lettings	135	£240,000	5

**Sales:**

Conveyancing and FS sign ups must be at a rate of 50% of the net sale and instruction volume achieved  
Two 5\* online reviews must be achieved per month

**Lettings:**

Refurbishment referrals processed, must be at a rate of 10% of the PIS volume achieved  
DRS deals must be at a rate of 40% of PIS, and 75% of Instructions must be DRS approved  
Referrals to Virgin Media must be at a rate of 75% of the PIS volume achieved  
FS sign-ups must be at a rate of 30% of PIS and Instruction volume achieved  
Two 5\* online reviews must be achieved per month

**BRANCH PERFORMANCE BUDGETS (SUPPLEMENTARY TITLES SUBJECT TO BEING IN THE ROLE 12 MONTHS)**

<b>Sales</b>	<b>Annual Net Sales/Exchanges</b>	
Customer Manager	£360,000	
Senior Customer Manager	£480,000	
Executive Customer Manager	£600,000	
<b>Lettings</b>	<b>Active tenancies</b>	<b>P&amp;L income</b>
Customer Manager	375	£315,000
Senior Customer Manager	500	£420,000
Executive Customer Manager	625	£525,000

**PERSON SPECIFICATION:**

- Experience required in a customer service management role
- Excellent communication skills over the telephone and face to face to ensure the development of strong working relationships
- Able to take a lead role in branch activity and drive sales conversion
- Enthusiastic and proactive with a strong work ethic
- Possesses the ability to act as a role model by adhering to company standards, whilst continuously exceeding activity and income targets
- Able to liaise with clients and customers confidently and professionally
- Ambitious and career orientated

## **Estate Agency Recruiters**

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