

Job Title: Customer Relations Consultant

Reporting to: Sales Manager

Classification: Level 3 Call Centre Customer Contact Officer - Grade 2

Main purpose of the role

The Customer Relations Consultant is the key contact for customers of PGL Adventure Camps and is responsible for ensuring all customer needs are met prior to arrival, and securing future bookings for the customer. A sales and customer focussed professional, driven to achieve results, you will look to identify opportunities for growth and retention and determine priorities based on customer value.

Having full accountability for reservations allocated to you, the role will implement sales strategies to achieve sales targets for retained business, driving results and business growth. The role will support the Sales Manager and work closely with centre teams to ensure groups' individual needs are met and retained sales opportunities identified and maximised. You will ensure the administrative tasks required of this role are accurate and completed within agreed timeframes to enable appropriate handover to centre teams prior to the customers arrival on camp. We put the customer experience at the heart of everything we do. A critical component of this role is to forge strong and respectful relationships with customer and stakeholder groups.

As part of PGL Beyond you'll be creating unforgettable learning and adventure experiences that make a real difference to the lives of young people. Our incredible team has always been the secret to our success. Our people are our future and we take great pride in matching your hard work with a commitment to looking after you and your career.

Responsibilities

Meet / exceed retained business sales targets

- Meet or exceed agreed individual and team targets relating to customer retention and new sales, monitoring on a regular basis in conjunction with the Sales Manager.
- Meet or exceed agreed individual and team targets relating to customer satisfaction of pre arrival administration monitoring on a regular basis in conjunction with the Sales Manager.
- Ensure allocated group needs are met with the view of maximising retention and growth opportunities.
- Seek guidance, assistance and support from the Sales Manager to perform this role to the highest level.
- Seek best outcomes for guest's by understanding and communicating specified desired outcomes and needs for camp experience to the centre team.

PGL Beyond Job Description



- Effectively use available software and reservation systems to assist guests through the booking process, communication information to Sales Team and to aid retention.
- Identify opportunities to explore new business opportunities with the same customer
- Work with clients in a timely manner by providing great information.
- Promote the benefits of the PGL experience to customers.
- Provide feedback and insights to the Sales Manager

Provide continuously high levels of customer service

- Set a positive and accurate expectation of the camp for party leaders .
- Work with customers to identify attending numbers, medical and dietary needs, additional needs and agree desired outcomes for each trip in a timely manner.
- Identify key people within school or group to assist with retention and pre-arrival care.
- Strive to maintain superior relationships using a balance of communication methods.
- Effectively use CRM tools to maintain regular and relevant communication with customers.
- Anticipate future requirements of customer regarding growth and preferred return dates.
- Help to ensure an exceptional camp experience with attention to details and great communication.
- Ensure customers have the best information to make great decisions for their own outdoor education experience.
- Ensure all written and verbal communications conform to appropriate brand guidelines with highest levels of attention to detail.
- Develop long term, positive relationships with all stakeholders
- Provide prompt, considered responses to all queries.
- Escalate queries or feedback to the Sales Manager
- Always seek new ways in which PGL can contribute to the camp experience goals of our customers.

Maintain high level of internal administration and communication

- Secure and communicate final numbers, agreed outcomes, dietary and medical information to Centre Team in a timely manner using defined process.
- Advocate for customers particular requirements to Sales Manager.
- Work with Centre Teams to ensure unusual customer requests / expectations can be met.
- Provide relevant, timely and accurate information to Accounts Receivable for invoicing within specified time frames.

PGL Beyond Job Description



- Work with Accounts Receivable to ensure accounts are settled within terms and conditions.
- Adopt best practice for maintaining and enhancing account information in Salesforce.
- Appropriately use software and available platforms to ensure all data protection measures are met.
- Actively participate in and contribute to regular meetings with team and/or Centre Teams.

Actively Live & share the PGL values with everyone

- Live the PGL values each workday
- Participate and contribute to open and continuous two-way feedback between PGL colleagues and customers
- Always seek to share successes and learnings with the broader team(s)
- Continually seek to enhance knowledge in the market in which PGL operates
- Contribute to strategies that will increase our competitiveness
- Regularly review and monitor your own targets and track progress toward the achievement of agreed objectives

Other responsibilities

- Other duties as required by the Sales Manager and within the scope and classification of this role.
- Follow procedures and processes and maintain accurate information in databases and computer systems
- Actively participate in personal development and training opportunities
- Adopt an attitude of continual improvement in customer focussed sales techniques
- Take reasonable care to ensure your own health and safety, and that of others
- To ensure that your operational practices as well as the treatment of others, actions and attitudes are in-line with the company's Equal Opportunities policy and are appropriate at all times

Useful Information

Our Sales function is transforming to better position us to support the business as we move into the future. As such, our roles are likely to evolve. Therefore whilst this job description provides an overview of the main duties and responsibilities, it is not intended to be exhaustive and it is anticipated that the contents will change over time whilst remaining within the broad remit of the role.

PGL Beyond Job Description



Person Specification

Education, Experience & Achievements	Essential	Desirable
Computer literate with experience of Word and Excel	✓	
Strong administrative skills with keen attention to detail	✓	
Have the ability to work towards and meet targets in a customer focussed environment	✓	

Skills & Knowledge	Essential	Desirable
Effectively prioritise workloads to meet deadlines	✓	
Excellent confident oral and written communication skills	✓	
Experience in delivering strong sales results by creating a good fit between PGL product and customer needs	✓	
Develop and maintain meaningful and profitable relationships with customers	✓	

Personal Attributes	Essential	Desirable
Accept responsibility and accountability for own performance and areas of responsibility	✓	
Take responsibility for the delivery of an exceptional customer experience	✓	
Able to work unsupervised and as part of a team	✓	
Seek to understand customer complaints and contribute to the resolution of complaints	✓	
Ability to adopt and reflect business values	✓	
Identify and seek to understand customer requirements	✓	
Manage own time and workload to effectively focus on best value activities		
Be aware of the impact of own behaviour on others	✓	
Act in a manner that supports the values of the company and benefits our reputation	✓	

Additional requirements	Essential	Desirable
Working with Children Check (Vic) / paid Blue Card (Qld)	✓	

Additional information

Environmental & Social Governance (ESG)

You are required to support and champion our Better Beyond Adventure Environmental Social Governance strategy whilst supporting our B Corp certification.

PGL Beyond Job Description



This requires personal, departmental and company-wide level support through ongoing engagement in discussions and decision-making around ESG, upholding company and department ESG goals and targets in your role as an ally.

Our Better Beyond Adventure strategy means we all have a role to play as part of our day job. This varies from team to team and by role. However, as standard it is now a requirement for each role to understand how they contribute to delivery of BBA across the three pillars:

- Our places, our planet
- Champions of wellbeing
- Playing our part

And by delivering our BBA goals you will also be supporting our B Corp certification and role modelling our PGL Beyond values.

Equal Opportunities/Safeguarding

We pride ourselves on hiring the best people and recognise the importance and benefits of a diverse and inclusive team. However, the protection and safeguarding of our colleagues and the young people visiting our centres is our primary concern. You are required to obtain and maintain an employee Working with Children Check (Vic) / paid Blue Card (Qld) and you have a duty to report any safeguarding concerns through the appropriate channels throughout your employment with PGL.

Our Values

Our company values of teamwork; quality; safety; respect; inclusivity and fun define our beliefs and underpin everything we do. Though simple on the surface, when combined, these values create the exceptional experience that sets PGL apart for both our guests and colleagues.

Right to amend

The company reserves the right to amend the job description in consultation with the colleague to reflect changes in the role.

Job description updated on 06/12/2024.