

# Position Description

<b>Position:</b>	Leader Customer Experience	<b>Position no.:</b> CE870
<b>Department:</b>	Customer Experience Crew	
<b>Reports to:</b>	Captain in Charge	
<b>Supervises:</b>	Thirteen	
<b>Engagement:</b>	Permanent	
<b>Level:</b>	Senior Management	
<b>Version control:</b>	Version 1 (V1) – Revised 11 August, 2015	

## Organisational values and behaviours

### WE ARE UNIQUE

Be open to new ideas and opportunities, challenge accepted practices and seek out better ways of doing things.

### WE ARE FLEXIBLE

Operate as an effective team member by working together positively to achieve efficiency and support other team members in overcoming problems and developing solutions.

### WE ARE CONNECTED

Be professional, polite and courteous in all methods of communication. Display honesty, sincerity and respect when communicating internally and with external clients.

### WE ARE EXPERTS

Be knowledgeable in all aspects of job role; display integrity by being honest and trustworthy, transparent and accountable for own actions and decisions.

### WE ARE RESPONSIBLE

Work in accordance with the all relevant legislation and workplace policies and procedures relating to the employment contract.

## Position statement

The Customer Experience Leader is responsible for the coordination and administrative support for integrated sales, consultancy and customer support functions, internal controls, and reporting. Specifically, the role will:

- ensure that programs and processes of corporate service travel create a positive customer experience
- ensure that the organisation achieves and maintains excellence in the provision of corporate travel services and events management.

## Responsibilities

### MANAGEMENT, PLANNING AND SERVICE DELIVERY

- Manage and direct the activities of the Customer Experience Team and be responsible for its service level and efficiency.
- Responsible for the development and implementation of the Customer Experience Operational Plan in relation to the Plan2go Strategic Plan.
- Liaise with Senior Management to ensure coordination and control of all administration, sales and consultancy activities.
- Gather research related to the wants and needs of current and targeted customers.
- Assist in the design and integration of systems and processes to gather and analyse customer research.
- Serve as an advocate with senior management to ensure that customer research findings are understood, tracked and acted upon to achieve operational and strategic goals.
- Communication of customer expectations and trends to crew leaders to ensure that their products and services meet customer expectations.
- Establish and maintain the Plan2go CRM database.
- Management of corporate customer profiles.
- Allocation of customer base to the Key Account Manager and Account Manager.
- Staff development of the following roles: key account manager; account manager travel consultant; coordinator customer contact; customer contact officers.

### OTHER RESPONSIBILITIES

- Manage the budget requirements of the Department.
- Perform other duties as directed.



# Selection criteria

## ESSENTIAL SELECTION CRITERIA

- Degree in Business Administration or Marketing.
- Minimum of three years' experience in customer experience management (CEM) and analysis of customer data.
- Experience in leading a team to achieve successful outcomes.
- Experience in consulting.
- Demonstrated high level of interpersonal skills.

## DESIRABLE SELECTION CRITERIA

- Previous experience in the travel industry.
- Experience in marketing strategy.



## Acceptance

I acknowledge as the incumbent of this position, that I agree to display the organisational value and behaviours and work in accordance with the key responsibilities of the role detailed in this position description.

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**Name incumbent:** [Click/tap to enter name]

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**Signature of incumbent:**

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**Date:** [Click here to enter the date]

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**Manager:** [Click/tap to enter name]

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**Signature of manager:**

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**Date:** [Click here to enter the date]

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