

## SALES & CUSTOMER SERVICE ASSISTANT

### PURPOSE

As a Sales & Customer Service Assistant, you will be responsible for being the first point of contact for our E-Commerce customers. With a thriving E-Commerce channel, known for excellent customer service, we require outstanding time management, effective communication skills and excellent problem-solving skills. We exist to use coffee as a medium to provide industry to post-industrial towns – confidence and experience in sales and customer service solutions form a vital part of this role. This role exists to facilitate and grow our community of Raving Fans.

### PROCESS ENGINEERS

For business, mutual trust and respect are the most powerful tools for building an energetic, motivated, winning team. The only way a company can grow, stay true to its soul, and remain consistently successful is to attract, hire, and keep great people. We see all employees as process engineers. Our goal each day is to make one 2 second improvement. This pursuit for excellence is rooted in instinct and honed through continuous improvements. Our aim is to add value by engineering our business processes each day.

### TECHNICAL SKILLS

- Proficient with Microsoft Office 365 Applications.
- Experience with: Shopify, Ship Theory, APC & Royal Mail.
- High Attention for Detail.
- Data Processing Skills – Business Metrics & Analytics.
- Risk Analysis.
- Strategic Planning & Decision-Making Skills.
- Aptitude for Logical & Systematic Execution of Tasks.
- Ability to prioritises tasks build customer service response templates and deliver customer projects.
- Up to date with customer safety & compliance standards.
- Organised & Precise – Banish Sloppiness & Love Precision.

### CHARACTER / EMOTIONAL SKILLS:

- Optimistic Warmth (kindness, glass is always at least half full).
- Intelligence (insatiable curiosity to learn for the sake of learning).
- Work Ethic (do something as well as it can possibly be done)
- Empathy (an awareness of, care for, and connection to how others feel and how your actions make others feel).
- Self-Awareness and Integrity (an understanding of what makes you tick and a natural inclination to be accountable for doing the right thing with honesty and superb judgment).
- Infectious Attitude to help inspire your peers.
- Charitable Assumption – assume the best in other people and develop and promote their skills by catching your peers in the act of doing the right thing not the wrong thing.
- Long Term View of Success – the philosophy that you put employees first, customers second, community third, suppliers fourth and investors fifth.
- An understanding that Trust is Greater than Fear.

# COALTOWN [SALES & CUSTOMER SERVICE ASSISTANT]

- Approving Patience & Tough Love – See, acknowledge, and apply gentle constant pressure to your peers.
- Dynamic – the ability to move with the tide of a fast-paced environment.

## PROFESSIONAL SKILLS:

- The ability to work quickly, calmly, and efficiently under pressure during busy periods.
- The 'excellence reflex' – this is a natural reaction to fix something that isn't right or improve something that could be better. The excellence reflex is rooted in instinct and upbringing, and then constantly honed through awareness, care, and practise.
- Enjoys building working relationships with team members, suppliers, and customers.
- Adaptable – Adoption & Change management champion.
- Implementation skills to facilitate process change and standardisation.
- Employs a professional attitude and be a problem solver.

## VALUES:

Lean is all about the elimination of the 8 deadly wastes:

- Over Production
- Overprocessing
- Motion
- Waiting
- Transportation
- Inventory
- Rework of Defects
- Unused Employee Potential

### *Important Principles:*

- Lean thinkers encourage other people's creativity and RESPECT each other.
- Lean thinkers don't own ideas, it is always a team effort.
- Improvements are endless because waste is like gravity. It is always holding us down.
- 90% of everything we do is waste.
- Never look at the waste of others, you will always have plenty of your own.
- Lean is not about working fast, but rather working smooth.

### *Building a LEAN CULTURE:*

- We are all Teachers - To be a teacher you must have a level of understanding that is greater than those you are teaching. Pursue that knowledge, it will help those around you.
- We have a responsibility to train each other
- Each morning starts with 3 S'ing: Sweep, Sort, Standardise.

## VALUES & RESPONSIBILITIES:

- **Be Aware** – Many mistakes or issues go unaddressed because no one is even aware they have happened. If you're not aware, you're nowhere.
- **Acknowledge** issues and work towards finding a solution.
- **Fulfilling** the daily tasks set within the operating schedule for the work area.
- **Take Action** – Make positive change.
- **Plan and develop** strategic teaching methods to captivate peers.
- **Be Generous** – Go above and beyond for customers and other staff member.

# COALTOWN [SALES & CUSTOMER SERVICE ASSISTANT]

- Create a community of **Raving Fans**.
- **Waste**: Learn what waste is, see wastes, remove wastes, show improvements

## THE 5 A'S FOR EFFECTIVELY ADDRESSING MISTAKES:

**Awareness** - many mistakes go unaddressed because no one is even aware they have happened. If you're not aware, you're nowhere.

**Acknowledgement** - "there was an error in our dispatch team and we are going to prepare your order again as quickly as possible".

**Apology** - "I am so sorry this happened to you." Alibis are not one of the Five A's. it is not appropriate or useful to make excuses ("We're short staffed").

**Action** - "Please enjoy this for now. We'll have your fresh/correct order out to you shortly." Say what you are going to do to make amends, then follow through.

**Additional Generosity** - go above and beyond. Write the final chapter - leave no space for a raging fan.

## VALUES & RESPONSIBILITIES:

Working alongside the Operations, Sales & Production Team this role will act as the first point of contact for all E-commerce customers.

The expectations of this role are to harness a customer service environment which encourages awareness, action & additional generosity.

To achieve this, strong leadership and excellent problem-solving skills along with good communication skills are key. This role requires the ability to think on your feet; be empowered to make quick decisions and ensure follow through.

As a sales & customer service assistant, you are responsible for assisting the Sales Team in; inbound enquiries, customer requests, resolving complaints and facilitating sales.

Provide excellent knowledge in coffee and the industry to maximise opportunities for sales. Provide additional value to customers through our range of sales solutions.

Demonstrate expertise in product knowledge & equipment for sale.

Monitor, Facilitate & Control our E-commerce platform for subscriptions to help retain customer and deliver growth.

Provide excellent customer service support to retail & wholesale customers - both written & verbal.

Clearly communicate internal & external solutions to help facilitate FAQ's & Customer Journey / UI experience.

Monitor and respond to Trust Pilot & Google Reviews - providing feedback to the Coaltown team.

Manage, facilitate & Maintain - Returns, Resend & Refunds.

Work to build and develop internal systems to handle growth.

To summarise, this role will provide the lynchpin to all Customer & Sales Support at Coaltown. Facilitating the smooth and efficient execution of business processes whilst mitigating change management & continuous improvement.