

JOB DESCRIPTION

Customer Engagement Specialist

Reports to: Senior Relationship Co-ordinator

Working within: Relationship Pod

At Twenty11 we aim to empower our customers to realise their potential, encouraging positive behaviours and changing people's mind-sets when it comes to independence and choice. We want to provide our customers with opportunities to achieve tangible outcomes and exercise choice when considering their employment, finances, education, well-being and housing. We also want to provide our customers with the opportunity to play an active and positive role in their community through volunteering or helping their neighbours, irrespective of their circumstances. In turn, we hope to create positive social interaction, reduce social isolation and increase aspiration within our neighbourhoods. It's also about supporting the community through being a good citizen and role model.

Through this bespoke and unique approach, the pre-tenancy assessment process is very important in ensuring applicants understand the Twenty11 concept and the services offered. Therefore, your role as our Customer Engagement Specialist is to be the first touchpoint; working closely with applicants during the pre-tenancy assessment process right through to when they become successful Twenty11 customer. However, your role does not stop there, it expands to being a brand ambassador and champion of the Twenty11 model. You will be at the forefront of delivering 'best in the class' customer experience, building customer loyalty by adding value to every experience you deliver.

The key attributes of our Customer Engagement Specialist

- ✓ Someone who is passionate about customers and takes pleasure in creating moments of delight.
- ✓ Someone who is confident in being able to support applicants through their pre-tenancy journey by building rapport and creating long-lasting connections in understanding the Twenty11 model
- ✓ A person who has a great eye for detail and a good understanding of the brand
- ✓ A great brand ambassador– someone who believes in the success of the Twenty11 model and can build desire in new customers to bid for a Twenty11 home
- ✓ A person who enjoys challenges and who is committed to delivering results that support our customers, and the community
- ✓ Someone who is great at working with other colleagues, a real team player who supports the success of the Brand
- ✓ A person who can see trends and opportunities and is eager to shape them to improve services for our customers and the community
- ✓ A dynamic digital communicator – someone who embraces digital communications and can maximise impact through digital engagement
- ✓ Someone who brings with them positive energy and who will really embrace our values: Partnership, Respect, Pride and Creativity!

FURTHER ROLE DETAILS

What you'll be doing in your role but not limited to;

- Having an overview of the entire pre-tenancy registration and customer verification process, with a responsibility to maximise the number of applicants verified by identifying initiatives to promote the process
- Responding to applicant's enquiries via our digital channels in a timely manner. Ensuring all records are saved as per guidelines and our agreed process
- Produce monthly figures on contact made via digital contact channels, to help with an overview of customer contact and understanding trends
- Working closely with our Homes Agency team in identifying applicants for Twenty11 homes who may not have been verified, for a more proactive approach in encouraging them to apply and get verified to maximise successful of nominations
- Ensuring we have a clear plan to proactively contact applicants who have registered but not completed the verification process. This should ensure regular and balanced contact, with a menu of messages to ensure these remain 'fresh'
- Working closely with every team across our business to understand the range of services we offer, and to liaise with colleagues to ensure our brand reputation is maintained at all times
- Providing regular pre-tenancy process progress reports to understand trends and plan for tailored proactive campaigns to maximise on our customer database
- Ongoing engagement with applicants who become our tenants, ensuring that their digital engagement with us continues throughout their tenancy
- Managing activity within some of our processes for our tenants such as our Tenancy Sustainment Licence.

What you will be responsible for:

- Growing and maintaining or register of applicants for Twenty11 to ensure that we have a waiting pool of applicants for our homes.
- Reviewing and verifying Twenty11 documents uploaded by registered applicants (in-line with the current policy & procedure), in a timely manner while providing exceptional customer experience at all times
- Updating relevant systems and the process spreadsheet accordingly, for audit purposes on potential customer's information to support the rent calculation process
- Working with colleagues from different Pods to make sure we have a smooth pre-tenancy, lettings process as well as encouraging and, where necessary, enforcing positive customer behaviour from the start of every tenancy

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- Working as part of a wider team to make sure all information systems are maintained and updated so that in your absence, anyone in the team can pick up where you left off
- Identifying any fraud issues and managing any risks which may affect the outcome of a pre-tenancy assessment, highlighting and escalating with the management team
- Preparing the Twenty11 paperwork for a successful sign-up process. Ensuring all documents are thoroughly checked for accuracy
- Setting up new tenancies on the system including completing all attributes in-line with the process. Including any scanning and uploading of the tenancy agreement on the system and Portal where necessary
- Building lasting relationships with our customers to motivate, inspire and enable them to feel empowered and loyal, to engage positively because they trust us
- Updating individual tenants 'Tenancy Sustainment Licence' (TSL), working closely with operational teams to ensure we capture, in a timely manner, positive and negative behaviours
- Working with the Engagement Lead on monthly reviews of the TSL points and providing monthly updates for the Project Meeting and the Ops Hub on trends and performance against the Tenancy Sustainment Licence
- Being a role model for Twenty11's digital approach, champion the Twenty11 model and ensuring that all communication is digital first, and identifying for review where this has not been possible
- To continually review and identify ways we can improve our service offer i.e. IT system improvements, creation of 'knowledge base' content to help support customer enquiries as identified through customer interaction
- To assist in the production of key performance reports for communication both internally and externally. This will include data sourcing, analysis and presentation of the information requiring high levels of accuracy and clarity
- Supporting activity that helps us deliver our overall Twenty11 offer, including meeting with applicants, or supporting sign ups as required, ensuring your remain flexible to the needs of the company
- Complying with Twenty11 and the Red Kite Group policies and procedures, including health and safety, diversity, lone working and data protection.
- Upholding our values of Partnership, Respect, Pride and Creativity in everything you do

Where you have come from:

- An environment where you have experience of dealing directly with the public, placing the customer at the heart of everything you do and delivering a high-quality customer service
- A place where you have experience of being a customer champion, working to improve services and tailoring your approach to each individual

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- An environment where you have built effective working relationships through partnerships with customers and other colleagues to achieve successful outcomes
- A strong co-ordinator background with the ability to multi-task
- A place where you have demonstrated the skills to ensure that the integrity of processes are maintained, and high levels of accuracy have been achieved.

What our Customers will see in you:

- Someone with excellent customer care, excellent listening and verbal communication skills which they tailor to fit customers individual needs
- Someone who has a great understanding of the Twenty11 brand, and the services provided
- Someone who genuinely cares to make a difference, delivers on the promises you make to customers and has the ability to build rapport and maintain good relationships

As a person you will:

- Be passionate about delivering an exceptional customer experience
- Be customer focused, results driven individual who makes decisions, listens to others and is prepared to challenge and champion new ideas
- Be self-motivated, have a 'can do' attitude and be adaptable and flexible when required
- Have great written and effective communication skills
- Always be up for a challenge, embrace change and value our desire to improve our services continuously
- Build and nurture effective working relationships with our customers
- Have strong, prioritisation, reporting and record keeping skills
- Be comfortable with Microsoft packages and have the ability to learn new systems and processes quickly.

Ultimately, we're looking for someone who:

- Creates a great experience for our customers, because that's why we're here
- Manages and lives up to our customers' expectations
- Approaches each task with a 'right-first-time' attitude
- Has a proactive attitude to work and interaction with colleagues and customers
- Professional, team player, well-presented and a credible ambassador.
- Able to maintain a consistently high level of work and output in a dynamic working environment
- Adaptable, quick thinking, decisive, showing strong initiative and self-determination
- Learns from mistakes and always thinks big picture
- Is accountable and delivers value and efficiency

You are the person who will engage with our customers right from when they submit a pre-tenancy application and during their Twenty11 tenancy!