

Internal Account Manager

Job title:	Internal Account Manager
Function:	To proactively work with named customers to continually grow the accounts and provide first class customer service. This includes outbound and inbound telephone calls, emails, and managing customer accounts.
Lines of Communication:	<ul style="list-style-type: none">• Upwards – Divisional Managing Directors• Laterally – Other Internal Account Managers, Business Area Manager and Customer Experience Associates
Responsibilities:	<ul style="list-style-type: none">• Upwards – Divisional Managing Director
Hours of work:	40 hours per week

Duties

1.1 Telephone calls (inbound and outbound)

Knowledge:

Different styles of telephone communication

Documentation of calls

Telephone Account Management

Dealing with customer queries

Growing customer revenue

Skills:

Ability to adopt the most appropriate approach, to maintain a needs-satisfaction approach

Providing timely responses to customer queries

Provide excellent customer experience

Ability to be proactive to maximise sales and revenue

Ability to select appropriate style of language to maintain a positive client relationship

Logging/updating call details and progress

1.2 Emails

Knowledge:

Different styles of email communication

Documentation of emails

Dealing with customer queries

Quotes and Quote Follow Ups

Skills:

Ability to adopt the most appropriate approach to email enquiries.

Providing timely responses to customer queries

Ability to select appropriate style of language

1.3. Customer account management

Knowledge:

In depth knowledge of named customer accounts.

Ability to recognise opportunities at each customer account and act upon them to grow the account.

Relationship building skills

Skills:

Excellent use of company's ERP and CRM systems to manage customer accounts and the related opportunities.

1.4 Proficient use of company CRM system

Knowledge:

Use of Company CRM system to record all relevant calls, emails, tasks, opportunities and projects.

Skills:

Excellent use of the Company CRM system to accurately record customer interaction and actions to provide the best customer experience and drive continued growth.

1.5. Special Customer Processes

Knowledge:

Document and follow all processes specific to each individual customer (i.e. prescription eyewear, life jacket servicing).

Skills:

Ensure all special process documents are up to date and followed as per customer requirements.

1.6 Customer Amendments and Updates (OGL, Sugar, logos, kitted codes, Ctrl Cloud, consignments, special pricing)

Knowledge:

Use of Company processes and relevant systems to ensure all customer information and requirements are always correct and up to date.

Skills:

Ability to apply all Company processes and procedures to implement any required changes/updates to Customer information/products/pricing.

Ability to use all Company software including ERP, CRM and Office 365.

1.7 Back Orders

Knowledge:

Use of the company's systems (QlikSense and OGL) to review customers' orders and back orders to provide the customers with regular Back Order reports which are accurate and meaningful.

Skills:

Ability to utilise company's systems to pull the data required and interrogate the data to provide the customer with meaningful commentary.

Ability to work with colleagues to gain insightful and correct information on deliveries due into the business.

KPI's

Team KPIs:

- Fault Returns to be less than 0.75%
- GP% (will vary month on month)
- Team OTTC 90%

Individual KPIs:

- Back Orders overdue % to be less than 5%
- Meaningful sales interactions 20 per week
- Quote Conversion 48%
- All tasks carried out are documented in the Company CRM that measures both On Time Task Completion and On Time Case Completion.

ROLE PROFILE

Key responsibilities and approximate time split:

The key responsibilities for the role are included here and grouped under the following three headings to give a feel for the emphasis and percentage split of the job

<ul style="list-style-type: none"> • Responding to customer enquiries and requests that come from both the phone and by email. 	50%
<ul style="list-style-type: none"> • Proactive work as part of the Inside Sales team and working with Customer Support teams to aid the development of business opportunities. 	45%
<ul style="list-style-type: none"> • Time spent working on the development of Towers internal projects. 	5%

Personal Attributes:

Business Focus

Team Results	Sets clear and challenging objectives, inspiring and encouraging high performance in teams and individuals. Reviews progress achieved, publicly and privately recognising achievement.
Personal Results	Sets oneself clear and challenging objectives in line with the company goals and individual KPI's and strives to achieve results.

People Focus

Communication– Verbal/ Written	Conveys accurate information effectively, using appropriate methods to reflect the needs of the audience and ensure understanding.
Managing Relationships	Builds and maintains good relationships with customers and colleagues by adopting the most appropriate approach to deal with people and situations.

Personal Focus

Personal Organisation	Efficient in one's use of time and works in a well-structured way.
Self-Development	Takes responsibility for personal improvement, learning from experience and new situations.

Change Focus

Adaptability	Responds positively to changing a business circumstances readily adapts behaviour to maintain effective performance
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Analytical Focus

Information Gathering	Seeks the full range of relevant and accurate information in a methodical way.
Analysis and Judgement	Logically breaks down problems/situations into their essential parts and draws reasonable conclusions based on their analysis.

Quality Focus

Thoroughness	Is accurate, pays attention to detail and ensures tasks are completed on time.
Quality Conscious	Consistently works to a high standard and looks for ways to improve current working practises and processes
Initiative	Takes appropriate action before being asked and actively finds solutions to problems.
Integrity	Shows support for Group Values – particularly demonstrating the highest levels of honesty and integrity

Skills required to undertake the role:

- **Manpower** - Is efficient in the use of one's time and can sort tasks accordingly so that all the customers receive a similar high level of service.
- **Methods** - Use common methods of implementation for new contracts and work with current clients to bring them into a more streamline 'Towerised' way of working.
- **Materials** - Ensure that all the correct materials are in place at the right time so that contracts working efficiently and effectively.
- **Money** - Ensure that all monetary decisions within your role are made with the good of the company in mind and are aimed towards making maximum profit.
- **Minutes** - Organising and prioritising tasks: daily, weekly, monthly, periodically, as needed.
- **Machinery** - Ensure that you treat your workplace machinery with utmost respect and keep it in good working order at all times.

Last updated: June 2022

