

## **Internal Account Support**

<b>Job title:</b>	Internal Account Support
<b>Function:</b>	To proactively work with customers and potential customers providing first class service throughout. This includes outbound and inbound telephone calls and emails, managing customer accounts and processing orders.
<b>Lines of Communication:</b>	<ul style="list-style-type: none"><li>• Upwards – Divisional Managing Director – Cruise</li><li>• Laterally – Other Cruise Internal Account Coordinators, BAMs (Business Area Managers), the BDM (Business Development Managers) and the Cruise GM (General Manager).</li></ul>
<b>Responsibilities:</b>	Responsible for ensuring that every order is fulfilled within the correct time frame. As a result, maintaining a good OTIF of product to our customers, by coordinating the allocation and movement of stock.
<b>Hours of work:</b>	40 hours per week - 8am – 5pm (1hour for lunch – time to be agreed with line manager). Once a ship leaves, we cannot deliver until it is in port again, so there may be times when it is required to work unsociable hours as this is a salaried role. We will do our best to accommodate.  This is an office-based role and there is not a requirement to travel elsewhere, unless there is a companywide event held at an external venue.

### **Duties**

#### **1.1. Frontline Customer Support**

**Knowledge:** A knowledge of the customer base and our key contacts as well as the customer's order fulfilment process. There will be a requirement to keep up to date with the movements of the cruise ships and offer resolutions to the customer when orders can not be fulfilled.

**Skills:** There is a requirement to answer the phone in a professional manner and to quickly understand the requirement of the customer. More detailed product related

queries will need to be passed onto a BAM, while the CEA would be expected to deal with order related queries.

### **1.2. Managing and responding to delivery issues/queries**

Knowledge: Similar to the above, however queries that come in via email into the cruise inbox will need to be dealt with, within the agreed SLA, which is managed by the CRM.

Skills: The ability to compose emails in a professional manner and work with other team members to keep the inbox tidy to prevent any queries being delayed or missed. The CRM will be used to log these issues and sufficient details will be required by the Head of Cruise to investigate events.

### **2.1. Customer Order Management**

Knowledge: A good understanding of the various way's orders come into the business and the way these are processed. To maintain and read any processes/smartsheets/reports that the business has in place to ensure that orders are not missed and are managed correctly.

Skills: The ability to take a systemised approach and be inquisitive to ensure that any questions/queries are properly researched and resolved. Navigation around the company's ERP, CRM and data management software as well as good excel and smartsheet skills.

### **2.2. Management of goods into the business, involving working with Purchasing to ensure goods will be in time for the required orders.**

Knowledge: A good understanding of business processes and the supply chain.

Skills: The ability to work with other departments, be organised and coordinate and prioritise workload.

### **3.1. Booking Transport to 3PL locations**

Knowledge: A knowledge of the routes to our two 3PL locations and the travelling time. The various transport options for emergencies. A requirement to know vehicle sizes and their limitations.

Skill: Working with transport companies and planning to ensure sufficient time is given to arrange transport. Working with the warehouse to get an understanding of shipment sizes and planning transport accordingly.

### **3.2. Preparing paperwork**

Knowledge: A good understanding of both internal processes and those of our customers. Understanding the requirements of exporting goods out of the UK.

Skill: Basic Microsoft word skills will be required.

### **3.3. Stock management at 3PL locations.**

Knowledge: A good understanding of the reporting that determines stock held in 3PL locations and validating this, then making recommendations based on customer information or historical events.

Skills: The ability to read and understand reorder reports and use good excel skills to make additional recommendations to the Head of Cruise based on information provided by the customer about future ship movements.

There will also be a requirement to support the Business Area Managers in any day-to-day activities that arise.

### KPI's

All tasks carried out are documented in a CRM that measures On Time Task Completion. This will be presented as a %.

We are required to send a monthly report on the OTIF to our customers and this will be a key indication of performance.

### Sign Off Authority

There are predetermined rates for shipping to 3PL locations. There will be % allowance provided so freight can be booked if the fee is within the allowance. Other one-off costings will require authorisation from the Head of Cruise.

## 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"> <li>• Responding to customer enquiries and requests that come from both the phone and by email.</li> </ul>	25%
<ul style="list-style-type: none"> <li>• Reviewing customer order related queries and coordinating timely dispatch in full</li> </ul>	65%
<ul style="list-style-type: none"> <li>• Carrying out administrative tasks such as completing daily reporting, complaints handling, inter department queries and requests.</li> </ul>	10%

### Personal Attributes

1. **Adaptability:** The cruise industry is known for its dynamic nature, with changing regulations, seasonal fluctuations, and evolving customer preferences. An Internal Account Support person must be adaptable to these changes and quickly pivot strategies or approaches as needed.
2. **Cultural Sensitivity:** The cruise industry caters to a diverse customerele from various cultures and backgrounds. Having cultural sensitivity and awareness can aid in effective communication and relationship-building with customers from different parts of the world.

3. **Proactive Approach:** Anticipating the needs of customers and taking proactive steps to address potential issues or challenges before they arise is crucial. This requires initiative and forward-thinking to ensure a seamless experience for customers.
4. **Resilience:** The ability to handle setbacks or challenges with resilience is important in any customer-facing role. In the cruise industry, where unexpected events like weather disruptions or itinerary changes can occur, being able to bounce back quickly and maintain composure is essential.
5. **Attention to Detail:** Given the complexity of operations in the cruise industry and the importance of accuracy in order processing and documentation, attention to detail is paramount. Mistakes can have significant consequences, so meticulousness in every aspect of the job is key.
6. **Empathy:** Understanding the unique challenges and pressures faced by customers in the cruise industry, such as tight schedules, high expectations, and customer satisfaction demands, requires empathy. Being able to empathize with customers' perspectives can help build stronger relationships and foster trust.
7. **Team Player:** Collaboration across departments and teams is often necessary to address customer needs effectively. A willingness to work collaboratively and support colleagues is essential for success in an Internal Account Support role.
8. **Customer Focus:** Ultimately, the primary goal of an Internal Account Support person is to ensure customer satisfaction. Having a customer-centric mindset, where the needs and concerns of customers are prioritized, is fundamental to excelling in this role.
9. **Communication Skills:** Clear and effective communication, both verbal and written, is crucial for conveying information, addressing inquiries, and resolving issues with customers in the cruise industry. Being able to communicate concisely and diplomatically is key, especially in potentially high-pressure situations.
10. **Passion for the Industry:** A genuine interest in the cruise industry and a passion for delivering exceptional service can be a driving force behind success in this role. Enthusiasm for the products and services offered by the company and a desire to contribute to the success of customers in the cruise industry can greatly enhance motivation and job satisfaction.

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