



HEAD OF CUSTOMER SERVICES



ABOUT THE ROLE

To manage and continually improve the Customer Service experience for Redrow customers to ensure Redrow remains a 5 star builder and a leader in Customer Service at the premium end of the homebuilding industry. To lead the Customer Services team within the division and continually improve the customer service experience in the division. The Head of Customer Services is the Redrow Customer Champion in each region. The Head of Customer Services must ensure that Redrow listens to what customers want and ensure that the company responds in the most effective and relevant and personal way. Success will be measured through the NHBC Recommend rating along with other customer satisfaction KPI's and customer feedback including on-line reputation. The Head of Customer Services must lead the regional transition in customer service and navigate the challenges that will be faced internally and externally over this time.

Responsible for: Senior Customer Services Manager, Customer Services Manager/s, Customer Resolution Manager, Assistant Customer Services Manager/s, Customer Services Technicians, Customer Services Office Coordinator, Customer Services Advisors, Customer Services Apprentices (Admin and Technician)

Responsible to: Regional MD/RD and dotted line to Group Customer and Quality Director

KEY RESPONSIBILITIES

- Maintain Recommend rating at above target to ensure the business remains a 5 star builder.
- Increase all Customer Satisfaction KPI's year on year and ensure they remain above target. Including NPS. Increase promoters and decrease detractors through addressing customer needs efficiently and effectively
- Be aware of and ensure all Customer Services staff adhere to the requirements of the New Homes Ombudsman (NHO) dealing with any complaints in line with Redrow's Complaints and Resolution Policy.
- Be an escalated contact under Stage One of our Complaints and Resolution Policy
- Provide clear verbal and written communication with customers and manage their needs and expectations appropriately. Utilise the Redrow Customer Communications Guide and Standard Letters. Where relevant participate in virtual communication including video messaging to enhance the customer experience
- Champion the customer throughout the regional business, balancing customer needs with business requirements and presenting a compelling case for internal change and improvement

- Champion the Customer Services department. This entails assessing and managing the Customer Services team to continually improve processes and outcomes. Ensure all departments are aware that customer service is achieved through teamwork.
- Measuring and reporting. Agree priorities and standards and then manage the CS team to deliver them
- Manage all customer service processes and ensure that we demonstrate that we are a customer centric organisation both internally and externally
- Ensure that the Computer systems in place (e.g. Red CS) are being used to the required standards and identify and promote any areas of efficiency.
- Troubleshooting: As problem areas for customer service are identified you must engage the Group Customer and Quality Director to agree priorities and then engage your customer services team to address these areas and make the planned changes quickly and effectively
- Financial analysis: Manage your budget effectively and be able to promote requirements for additional funding where they can increase the customer recommendation ratings and increase overall business performance. Report your expenditure as required.
- Planning: Work with the Group Customer and Quality Director to drive continual improvement in people, technology, processes, service and product design and build. Establish and test new strategies to improve the customer service experience.
- Ensure all Customer Services Policies and Procedures are adhered to at all times by all Customer Services staff
- Utilise Redrow standard documents such as the Customer Communications Guide and Standard letters to ensure that communication is consistent and concise
- Manage internal and external relations to ensure that customers are satisfied Including the management of issues raised through social media and online review platforms
- Ensure the right calibre of staff are recruited, and in accordance with company policy and procedures.
- Lead, motivate, communicate with, develop, appraise and performance manage staff to ensure they are fully motivated to achieve best performance to meet the company's needs. Ensure that poor performance is not tolerated and is remedied via support, training or disciplinary action as appropriate. Liaise with Human Resources on all employment issues.
- Training: Ensure continual upskilling in customer services through evaluation, development and training of staff
- Day to day management: Manage your Customer Services team to deliver what customers need and to continually improve your Customer Services team's efficiency and effectiveness. In addition, ensure that you build a positive team culture with strong positive engagement
- Specific tasks (not an exclusive list, but indicative)
 - attend weekly sales and build meetings and ensure Customer Services has involvement in these meetings feeding back on customer issues and agreeing relevant resolutions
 - Produce a monthly board report and attend monthly board meeting, contribute to wider business priorities.
 - Provide relevant data to the Group Customer and Quality Director for Executive Board Reports
 - engage with Housing Associations and Warranty providers ensuring our requirements are met / exceeded

- manage Subcontractors including continual performance measurement and reporting
- Manage the out-of-hours process and ensure adequate cover is in place at all times.
- monitor NHBC resolutions and highlight trends where relevant
- escalated customer issues, act promptly and where necessary visit the customer personally to agree a plan of action
- Ensure the department operates in accordance with all Company policies and procedures.
- Comply with responsibilities as laid down in the Group's Health & Safety Policy in order to ensure a safe environment within the department.

THE PERSON

What kind of person are we looking for?

- Confident
- Empathetic to customer's needs
- Calm and understanding
- Organised and effective at managing their time
- Able to communicate clearly and effectively with customers and colleagues throughout the business
- Strong stakeholder management skills with the ability to influence at all levels
- Ability to produce reporting information & analysis of information
- Ability to work under pressure and against tight timelines
- Ability to work alone and within a team
- A problem solver with a pragmatic approach
- A strong need to understand the detail
- Resilience and personal gravitas
- Flexible, adaptable and able to deal with issues and challenges
- Literate in the use of IT
- Experience of working in the Construction industry
- Experience of managing and leading a successful team
- Holder of a driving license

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.