



JOB DESCRIPTION

Role title:	Customer Advisor	Version No:	4
Reports to:	Store Manager	Function:	CCO – Retail
GGs:	8	Location:	Store based
Organisation structure & department profile:	This role is within all EE stores, reporting to the Store Manager and supporting the store management team.		

Role purpose:	To create a brilliant in store experience, famous for helping customers feel connected, connecting more people to more things every day. Delivering an exceptional customer experience and strong commercial performance across all KPIs
Key Responsibilities & Accountabilities: (In priority order)	<ul style="list-style-type: none"> • Deliver a consistent EE Way experience with every customer, every time • To create an environment in which customers feel welcome and comfortable to explore all the products and services that EE has to offer Build great rapport through effective use of the EE Way to establish the purpose for their visit • Help our customers stay connected through effective demonstration and explanation of our connected products and services, cross selling at every opportunity • Own the customer experience by utilising the resources available to offer a satisfactory resolution for every customer complaint, seeking and acting upon feedback to improve individual & store performance for sales & service measures • Take ownership of your own personal development by ensuring E-Learning is complete, keep up to date with company communications and promotions in addition to completing the KNOW section of Your Career Journey • To achieve individual success which contributes to all the commercial performance indicators of the store, delivering against all KPI goals and targets. • To share your expertise and educate colleagues to widen their knowledge about our market and the products and services we offer to deliver brilliant results for our customers. • To create an environment which is a great place to work for you and your colleagues through your dedication, honesty and desire to support others. • To execute all EE operational policies and process with excellence • Ensure that your time and attendance is logged accurately • Ensure your behaviour is in line with EEs Code of Conduct at all times,



	exceeds customer's expectations and upholds our brand	
Key Challenges: (in priority order)	<ul style="list-style-type: none"> To fully understand and keep up-to-date with the range of products, services and promotions within a multi brand environment, simplifying and coaching the customer through to the best solution for them and their needs To consistently deliver brilliant customer service in a demanding and changing environment 	
People Management:	Manages people?	no
	If yes, direct or virtual (project)?	direct / virtual / both
	Responsible for: allocation of work (task based) setting direction (objective based) performance management recruitment absence management	no no no no no
	No of direct reports:	
	Overall team size (headcount):	
	People Management comments:	N/A
Key Relationships: (level, nature & purpose)	<p>within own function:</p> <ul style="list-style-type: none"> Colleagues within store, town and our region <p>across other function:</p> <ul style="list-style-type: none"> Head office colleagues visiting store <p>external suppliers:</p> <ul style="list-style-type: none"> N/A <p>external customers:</p> <ul style="list-style-type: none"> Manufacturer Representatives 	
	Other key relationship comments	
EE values	Be Bold – Lead the way like never before Be Clear – Make Digital Lives easy to understand Be Brilliant – Make amazing things happen for everyone in the UK	
Critical Knowledge & Experience (non time related):	professional / technical	
	must have:	
	nice to have:	
	business / context internal company knowledge (policies; procedures; strategies); industry background; knowledge of external market	
	must have:	Have a strong background engaging and delighting customers in a sales or service environment. Be able to show how you've worked to and achieved targets or deadlines. Show an interest in communications technology. Enjoy being part of a team but still have the drive to work on your own initiative.



	nice to have:	Retail experience. Good understanding of the telecoms sector.
Behaviours:	<p>BE BOLD Seals the Deal, Gets it Done This person is confident and can explain the benefits of being an EE customer. They are tenacious and overcome objections. They are good at selling in a way that customers enjoy and respond well to.</p> <p>Great with Change This person likes change and can adapt. They stay motivated even during times of pressure. They set direction and keep people on track, providing clarity when things are changing and inspiring others to see the benefits.</p> <p>BE BRILLIANT Great Learner This person is committed to continuous personal development. They love learning and developing their expertise. They widen their knowledge of our market and their awareness of the best way to do things. They bring these insights and share them with others to help us differentiate our brand.</p> <p>Consistently Delivers Brilliant Work This person delivers their very best work every time and has standards to measure brilliance. They are motivated by stretching goals and want to outperform. When there are opportunities to move the company forwards, this person is not afraid to take brave risks and make ground-breaking decisions- they analyse commercial information to make a plan that will drive competitive advantage</p> <p>Interested and Dedicated This person is dedicated to doing things in the right way. They follow compliance guidelines and understand the impact of going outside of our processes. They are organised and efficient and look for ways to do things better and faster.</p> <p>BE CLEAR Open and Honest This person is upfront and honest with customers and colleagues. They bring all the necessary information to the forefront. They act with integrity and can be trusted by everyone.</p> <p>Clear and Simple Communicator This person makes things easy to understand. They adapt their communication style to suit their audience. They explain what is needed from others, motivating the team to deliver outstanding results and showing how individual tasks make a difference to the bigger picture.</p>	
Any other comments:		May be required to perform additional tasks and responsibilities in line with the needs of the business, for example holiday/sickness cover