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| **ROLE TITLE:**  | MYRAC Customer Service Lead | **DATE:**  | October 2024  |
| **Band**  | C  | **BUSINESS UNIT:**  | **Product & Technology**  |
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| **Role**  | **Need to Do**  | **Need To Know**  | **Need to Be**  |
| Purpose: To directly manage and support front line teams with MyRAC queries. Then using this insight act as a “member voice champion” for the Digital Product team. Role is to ensure that member outcomes are kept forefront of mind throughout the business operations, through implementing robust measurement and improvement journeys. Role Dimension: Financial N/A Non-financial: Direct member and colleague support for MyRAC queries Providing communications suitable to both local teams and wider business around the MyRAC App.Providing insight and support to the MyRAC Product team, through highlight key member themes, and provided continued analysis of ongoing reports Reports to:  Head of Digital Product.Stakeholders: * Head of Digital Product
* Technology product owner
* Digital product owners
* Digital Project Managers
* Technical Engineering Manager
* Customer Care Team
* Sales Administration
* Social Media Team
* Quaility & Assurance
 | Outcomes - The role needs to deliver: * Prompt and efficient colleague and member resolutions
* Produce or distil detailed member feedback to actively promote and encourage member focused change to the MyRAC app.
* Produce effective communications for our front line colleagues to educate on myRAC and provide regular updates on new features

**Objectives** Member Management & Support - resolving myRAC related customer queries and complaints:* Ensure prompt acknowledgment, updates and resolution of member and colleague queries, including App reviews and feedback provided directly from the app – **directly managing c5,000 queries p.a. and supporting other front-line teams with a further c1,500 queries. This should reduce the volume of queries going into sales admin and social teams.**
* Promptly highlight any trends or patterns to the RAC Digital team for prompt remedial action
* Ensure all MyRAC complaints and escalated to RAC Customer Care and the team is supported with the resolution.
* Ensure regulatory compliance for member contacts and ensure all member cases exceed a 90% Quality Assessment score
* Stay updated and adhere to RAC Customer facing best practices, such as Tone of Voice and Treating Customers Fairly (TCF).

Member Champion – bringing myRAC closer to the voice of the member * Produce or distil complex reports into tangible member feedback, from a variety of sources and highlight key themes and issues with the myRAC product team – **delivered through weekly reports and updates**
* Work closely with the RAC Product Managers to ensure developers time includes member investigative actions.
* Staying updated with competitor digital products and member insight on these products
* Championing the “voice of the member” in all interactions, including team and all colleague meetings.

MyRAC Business Champion – ensure front link colleagues have the most up to date information about myRAC* Produce effective communications, detailing upcoming myRAC changes, suitable for all colleagues, regardless of level of technical knowledge. Communications should include practical tips on how best to support Members (when applicable) – **sent fortnightly to support 2-week release cycle**
* Work with internal and external providers to ensure the best possible customer management solution (CMS) is provided
* Be a subject matter expert (SME) for all things MyRAC
 | Skills/Knowledge /Experience * Essential: min 3 years Customer Care Experience
* Ability to distil complex data sets and provide tangible actions
* Self-motivated and a self-starter
* Highly organised; ability to switch direction as needed
* Strong communication skills including building networks at senior level across the organisation
* Member & Commercial awareness of change impact.
 | Core competencies: * Customer Focus - Level 4
* Commercial Awareness – Level 2
* Achievement Drive – Level 3
* Judgement & Decision Making – Level 3
* Continuous Improvement – Level 3
* Team Working – Level 3

**Handle it Together:*** I care about our impact on others, and I do the right thing by acting with integrity and being fair
* I share ideas and work across functions to achieve the best results for the business
* I demonstrate the courage to positively challenge others

**Exceptional Service*** I keep the best interests of our Members and Colleagues at the heart of everything I do
* I go the extra mile to enhance our member's experience, both internally and externally – delivering excellent results and service, every time
* I understand the business strategy and make sure our work supports our goals

**Raise the Bar*** I'm driven and ambitious to be the best I can be and always look for ways to improve
* I challenge myself and others to do better every time and set stretching targets
* I never stop learning – actively seeking ideas and opinions from other people, learning from my mistakes and sharing my learnings with other

**Own It*** I lead by example – I do what I say I will and take ownership of issues and solutions
* I'm trusted to be part of the solution and achieve the right outcomes for Members and Colleagues
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