

Position Description

Customer Growth Consultant – Grade 4

August 2020

TEAM Customer Growth	REPORTS TO Customer Growth Manager
EMPLOYMENT TYPE Full time – permanent	DIRECT REPORTS Nil
LOCATION Flexible working across various Latrobe branches, office locations and some work from home	KEY CONTACT Joanne Nixon – Head of Operational Delivery jrn@lhs.com.au

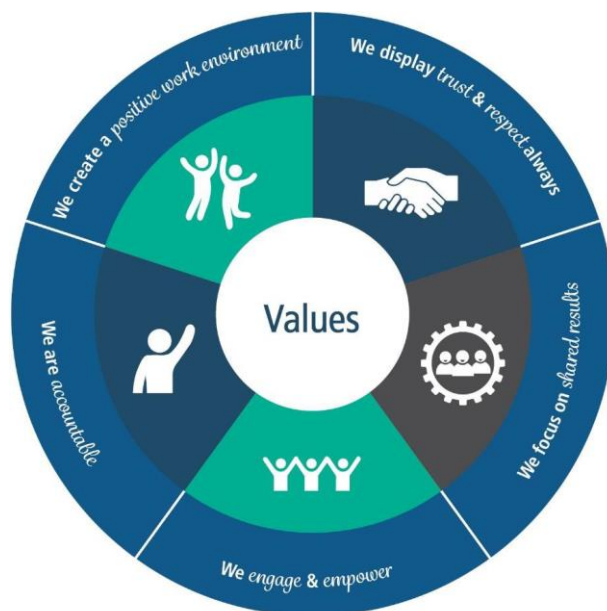
WHO IS LATROBE?

Latrobe Health Services is an Australian-owned not-for-profit registered private health insurer with more than 84,000 members across Australia. We pride ourselves on providing quality cover for our members, and exceptional service when our members need us.

Latrobe's core purpose is to guide and empower our members like a friend, to take control of their health episodes now and in the future.

Our purpose is supported by 5 key values:

1. *We display trust and respect always*
2. *We focus on shared results*
3. *We engage & empower*
4. *We are accountable*
5. *We create a positive work environment*



POSITION OBJECTIVE

The Customer Growth Consultant plays a key role in increasing retention of existing members and driving growth in Latrobe's member base and revenue channels.

Focusing on growth outcomes, with a deep understanding of Latrobe's products, services and value proposition, the Customer Growth Consultant is responsible for securing new members and retaining lapsed members. The role will involve interactions with customers through multiple channels including face to face, inbound and outbound call campaigns and other communication channels.

This role is critical in supporting Latrobe's growth objectives.

REQUIREMENTS OF THE POSITION

Key duties and responsibilities

- Provide complete and appropriate solutions for potential and existing members in order to boost top line revenue growth, customer acquisition levels and profitability.
- Deliver exceptional service to existing and new customers accessing Latrobe through multiple channels including; face to face, inbound and outbound calls, email, online chat and social media ensuring timely and accurate responses are provided.
- Tailor solutions to meet member needs that prevent cancellations and increase loyalty. Identify and respond to opportunities to attract new members.
- Positively connect with prospective members effectively communicating the value and benefit of products and services driving growth outcomes.
- Communicate complete and consistent advice and explanation to all customers in relation to Latrobe's products and services.
- Use effective questions to undertake a needs-based service approach, identifying customer's needs and recommending appropriate cover, changes and/or additions to products and services.
- Provide options to customers/members by proactively identifying opportunities to promote different health cover options and services. Highlight Latrobe's value and the benefits of PHI products and services.
- Deliver on agreed performance metrics and targets to support the Customer Growth Team, and broader organisational objectives.
- Provide input into the development of tools and processes to respond to new customer leads and secure growth consistent with defined behavioural standards.
- Maintain member policy records, personal information and documentations ensuring all records are accurate and up to date and kept in accordance with company policies and procedures.
- Use customer service knowledge to handle difficult customers and make sure that each customer has a good experience.
- Support the Business Development team to attract and retain Corporate memberships.
- Provide a high level of advice and support to Growth Consultants on customer acquisition and retention activity. Guide and facilitate the completion of complex processes. Second tier escalation point for customer/member interactions.
- Proactively engage in team and whole staff activities to continually develop a practical understanding of overall business strategies and programs of work

Position Description

Leadership teamwork and relationship building

- Model the Latrobe Way values and behaviours in the delivery of individual performance; actively contribute to a constructive, high performing team and organisational culture.
- Develop and maintain professional relationships with peers and stakeholders across the business to support inter-departmental collaboration.
- Independently prioritise work to support consistent achievement of individual and team key performance indicators; appropriately escalate issues impacting either performance and/or the business; and demonstrate a flexible, adaptable, mobile and energised (FAME) mindset.
- Be a highly effective team member with energy, enthusiasm and creativity – able to work autonomously and as part of a team.

Accountability and extent of authority

- Provide support and information to the Customer Growth Manager and executive as requested.
- Ensure applicable procedures are always maintained.
- Actively maintain awareness of all risk and compliance obligations defined through Latrobe's Risk Management Framework.
- Consistently achieve individual goals and objectives; actively lead own growth and achievement planning and implementation.

Judgement and decision making

- Interpret and work within organisational policy and procedure and/or legislation applicable to the position.
- Actively offer and implement a course of action and solutions based on evaluation and analysis of numerical and written information focussed on results.
- Make decisions which are objective and free from undue influence consistent with Latrobe's risk culture and approved strategic priorities and objectives.
- Make decisions consistent with Latrobe's operational delegations and delegate or escalate matters appropriately.

KEY SELECTION CRITERIA

Experience skills and knowledge

1. **Strong leadership, interpersonal and relationship management skills with a passion for customer service** and an ability to:
 - demonstrate achievement of customer growth through needs-based analysis and sales techniques
 - provide exceptional customer service to members and stakeholders whilst working in a high-volume service environment
 - demonstrate a high degree of empathy and listening skills
 - manage priorities and competing demands with varying timeframes in order to meet deadlines and maintain high quality standards
 - ability to listen and take appropriate action in response to feedback.
2. Demonstrated understanding of **service centre sales principles and practices** including:
 - experience in an outbound call centre environment
 - contact centre fundamentals
 - needs based selling principles and techniques.
 - ability to achieve growth through needs-based analysis and sales techniques.
3. Demonstrated **knowledge, experience and understanding of business systems and processes** including
 - technical competency handling completion of complex processes
 - the practical application/use of Microsoft suite of products and customer relationship management tools
 - working with private and sensitive information.
4. **Excellent problem-solving skills** including the ability to:
 - use initiative to manage issues and drive continuous improvement of processes and practices
 - solve problems for customers through innovative and tailored advice including responding to escalated member interactions.
5. **Strong communication and engagement skills** (verbal and written) to drive mutually beneficial outcomes with members and internal and external stakeholders including ability to prepare reports for internal and external requirements.
6. High degree of **organisation skills and commitment to continuous learning**.
7. **Flexible, adaptable, mobile and energised (FAME)** mindset: ability to positively respond and adapt to changes that impact the business environment.
8. **Experience working in the Private Health Insurance Industry** or another mutually based organisation. Knowledge and **understanding of privacy regulations** is desirable.

Qualifications/accreditation/licenses

Not applicable.

Mandatory checks

A Victorian Police check will be conducted for all new employees to Latrobe Health Services prior to commencing in a role.