Position Snapshot

Position title	Sales and Service Development Team Leader
Business/ Division/ Department	Virgin Australia Airlines / Direct Sales & Digital Experience / Guest Contact Centre
Location	Brisbane Head Office
Reports to	Leader, Customer Service – Guest Contact Centre
Direct reports	12-18 (Guest Contact Centre Agents)
Document version updated	Mar18 v1

Organisational Context

Virgin Australia Group is a major Australian airline group that operates domestic and international regular passenger services, charter and cargo services and the loyalty program Velocity Frequent Flyer. It is proud of its reputation for exceptional customer service.

The Group employs around 9,500 people in Australia, New Zealand, the United States and the United Kingdom. We pride ourselves on recruiting the right people into the right roles and we're always looking for team members in all specialties to join our award winning team.

Virgin Australia Group team members are passionate believers in better. When we live our shared values of Heart, Spirit, Imagination and Collaboration, we can do things that most people would think impossible.

As a result every person that we come into contact with; our guests, our customers, our colleagues and the community will feel and experience better outcomes, based on the interactions we have with them.

Values

Overall Impact Statement

The function of the Guest Contact Centre is to be a centre of excellence in delivering superior customer service, driving revenue and achieving operational efficiency.

Sales and Service Development Team Leaders;

- Lead the ongoing development of a sales and customer focused team of Guest Contact Centre (GCC) agents, through ongoing coaching and support.
- Support GCC agents on a day to day basis, ensuring consistency with seeking sales opportunities and providing excellent service delivery in all customer interactions.
- Interact with internal and external stakeholders to resolve escalated customer issues.
- Analyse data and deliver outcomes to meet departmental KPI's around; Revenue Sales, Average Call Handling, Quality Service Delivery, Call Service Level areas and Customer Satisfaction.
- Foster and promote a positive team culture in an environment which brings our company values to life and has a purpose of making the GCC a better place to work.
- Initiate ongoing career development discussions with GCC Agents, to provide support and assistance to succeed in future roles.

Key Accountabilities

1. Culture and People
- Analyse data and deliver effective coaching to support agents in achieving their KPI's and achieve positive outcomes.
- Plan and deliver coaching to identify and develop team members to succeed in future roles through career development and assistance for agents.
- Foster a supportive team environment through effective communication.
- Motivate teams and encourage a positive culture.
- Lead improvement and innovation initiatives that add value to the GCC and make it 'better'.
- Work with support teams to identify and implement opportunities for agent improvement.
- Monitor and identify performance management opportunities to ensure appropriate support is offered and performance outcomes are recorded.

2. Customer and Brand
- Analyse Quality Service Standards data to deliver effective coaching for the development of team members' customer service skills.
- Establish and embed the GCC 'red hot' customer service mindset across the team and focus on improving customer satisfaction survey results.
- Demonstrate positive customer experience in seeking opportunities for first call resolution.
- Demonstrate positive influence in identifying customer segments and individual spend opportunities.
- Work with GCC support teams and agents to plan and implement initiatives that drive increased customer satisfaction.
- Manage and resolve escalated internal and external customer enquiries in line with call quality service standards framework.
- Provide real time product and business process expertise for accurate communication to customers.

3. Financial and Commercial
- Analyse revenue data and coach agents to identify sales opportunities in all customer interactions, to maximise revenue (e.g. collection of fees, fares and ancillary product sales).
- Ensure team compliance to business processes, mitigating revenue leakage.
- Apply and promote the appropriate empowerment/opportunities and decision making to ensure a balanced approach to customer service and revenue.
- Accurately complete all administrative duties in a timely manner (eg: time sheets, pay adjustments, dispute resolutions with payroll, accuracy in data, Oracle entries).

4. Operational
- Analyse KPI data to improve team members' work productivity though effective feedback and coaching delivery.
- Provide support to the wider operational GCC teams in time of need (e.g. disruptions, events and corporate emergency response, Business continuity).
- Deliver briefings and small training sessions to ensure updated product knowledge/changes in process is communicated.
- Investigate and action requests from internal and external sources for positive customer resolution (eg: Customer follow up and resolution requests from Social Media, Guest Relations, Airports, VMS).
- Maintain awareness around daily Call Service Levels and ensure adherence is met (e.g. status of agents in calls).
- Action Team Leader administrative requirements (e.g. leave requests, timesheets, letters etc.) in a timely manner.

5. Safety
- Monitor and plan for team members to complete required training.
- Ensure awareness of a safe environment.
- Ensure return to work plans are aligned.

Key Requirements

Essential	Desirable
■ Knowledge of call centre principles. ■ Knowledge of people development and performance management practices. ■ Call centre team management experience, including coaching and developing front line team members' in a sales and service focused environment. ■ Ability to build and motivate a high performing team. ■ Ability to coach and develop team members to achieve excellence in their role. ■ Ability to analyse data and collate information to plan effective coaching sessions. ■ Ability to communicate effectively verbally and in writing, including the ability to cascade key messages to team members. ■ Ability to facilitate learning session and training courses to team members with confidence and clarity. ■ Advanced Microsoft application skills. ■ Excellent organisation and time management skills. ■ Negotiation skills. ■ Ability to make informed decisions. ■ Ability to maintain composure under pressure. ■ People performance management. ■ Demonstrated experience in successfully planning and implementing change with a focus on continuous improvement. ■ Demonstrated ability to work within a fast paced and high-energy environment. ■ Proven ability to handle and resolve challenging conversations. ■ Demonstrated customer focus and sense of urgency. ■ Ability to work autonomously and lead self. ■ Ability to lead others.	■ Understanding of Avaya Aura WFO. ■ Knowledge of Avaya CMS. ■ Understanding of employee management practices for a large workforce operating under an Enterprise Bargaining Agreement. ■ Advanced Microsoft Application skills. ■ Travel and/ or airline industry experience ■ Sales experience. ■ Previous experience as a workforce planner in a large contact centre environment. ■ Previous experience in managing large teams. ■ Fares & Ticketing knowledge. ■ Knowledge of the airline industry. ■ Knowledge of Sabre Reservations and other airline systems.

Competencies

Delight Customers	- Anticipates solutions that support extraordinary customer experiences. - Identifies and addresses the underlying needs of customers (internal and external). - Strips barriers and overcomes obstacles to ensure delivery of results for customers (internal and external). - Empowers and coaches others to provide extraordinary experiences for both internal and external customers. - Prioritises the customer in the delivery of the operating model to differentiate in the market. - Seeks to enhance customer experiences and improve outcomes.
Communicate & Engage	- Builds rapport and proactively strengthens connections with others. - Tailors messages for maximum impact. - Influence others through own actions (e.g. lead by example). - Empower and inspire others to take action without direct control. - Simplifies complex concepts and arguments. - Demonstrates a concerted effort to inspire team members to achieve outcomes.
Connect & Partner	- Empowers others to build trusting and cooperative partnerships, and facilitates relationships across the Group and with external partners. - Enables connections, identifying and removing obstacles. - Shares learnings and drives collaboration and joint problem solving. - Identifies and facilitates connections that add value. - Checks and aligns own work with team goals.
Embrace Change	- Embraces change, seeing it as an opportunity to drive business improvement. - Acts as a change advocate, sharing information and promoting change to others. - Displays resilience and flexibility, remaining focused on achieving outcomes. - Engages with others and demonstrates empathy and caring in the face of change. - Adopts an open-minded approach, anticipating the immediate impacts of change and enabling an agile response. - Inspires others to embrace change, creating buy-in and support.
Innovate & Improve	- Identifies issues in existing systems and processes that may not be obvious to others. - Challenges the status quo and offers progressive ideas and solutions. - Recognises ideas of all stakeholders and encourages innovative approaches. - Seeks ways to continuously improve and empowers others to challenge the status quo. - Thinks laterally and finds ways to achieve extraordinary outcomes. - Leverages break through thinking to find new ways that add value.
Diversity of Thinking	- Encourages others to bring whole self to work and contribute freely to support creativity and understanding of customers and stakeholders. - Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes. - Expresses own point of view and challenges basic assumptions. - Fosters a culture which harnesses and celebrates diversity of thinking, background and experience to nurture innovation and drive change that benefits Group's customers. - Encourages others to voice diverse opinions and disrupt the status quo to strengthen creative problem solving and outcomes.

Strategy & Direction	▪ Delivers outcomes within standards and guidelines. ▪ Understands Group's purpose and strategy and aligns own work. ▪ Demonstrates forward-thinking and awareness of immediate consequences of actions. ▪ Achieves objectives within own job area to deliver results aligned to the Group's strategy. ▪ Promotes team understanding of Group's purpose and strategy and contribution of work to the Group's direction. ▪ Understands the Group's objectives and the links between teams, functions, businesses and sector.
Drive Business Outcomes	▪ Shows energy, enthusiasm and initiative for achieving goals. ▪ Plans work to deliver within expected timeframes. ▪ Demonstrates persistence and perseverance in the face of obstacles. ▪ Shows personal accountability for achievement of job-specific outcomes. ▪ Recognises the implication of organisational issues, identifying potential impact on achievement of own and team goals. ▪ Identifies the processes, tasks and resources required to achieve an outcome and plans accordingly.
Motivate others & Self	▪ Understands and values the skills, knowledge and experiences that others bring. ▪ Coaches and mentors others, facilitating their development and encouraging initiative and action that contributes to Group's outcomes. ▪ Proactively seeks and reflects on feedback to identify development opportunities. ▪ Champion and model the value of continuous learning and development. ▪ Advocates for career development beyond functional and role constraints. ▪ Applies learning from previous experiences to improve future approaches and solutions. ▪ Seeks and provides feedback and opportunities to learn, valuing contribution of self and others. ▪ Demonstrates a high level of personal motivation to learn.