

JOB DESCRIPTION: CUSTOMER SERVICE ADVISER

Company Mission: To help us be the best independent retailer and deliver on the company purpose, aspiration, customer promise and values, primarily by delivering excellent customer service throughout all areas of your role.

Working hours:	Shifts – to support 7 day trading
Reports to:	Store Manager
Direct reports:	None
Role objectives:	To share knowledge and experience with other team members, and to take ownership for own personal development

Your job purpose is to give great service and sell to our customers, directly and by doing the jobs required.

OUR COMPASS

Our Purpose (why)

Our purpose is to build a better, fairer food community.

Our Aspiration (what)

We will be the best independent retailer at making organic and local food accessible to all, whilst respecting and celebrating all in the food chain.

Our Customer Promise (what)

1. The best offer of fresh, all organic produce available.
2. The largest range of organic and local food in the UK
3. Fair prices to all in the food community
4. Convenience of our daily needs under one roof.
5. A friendly and caring shopping experience

Our Values (how)

"THIRST for a better world"

Trust and honesty in our dealings, messages and promises to customers
 Healthy in mind & body, in our way with each other, our offer and our planet
 Independent and proudly so, unconventionally challenging the status quo
 Respectful of our suppliers, customers, local community and staff
 Service of all and striving to be better and to go the extra mile for customers
 Trading fairly because we are all interconnected and the world needs it

Our Tone (how)

Caring, engaging, friendly, positive, honest, considered, respectful
 Fair, helpful, balanced, empathetic, outspoken, bold, professional
 Yet, with fun and vivaciousness

Your job profile will give you a clear understanding of what you need to deliver under the Compass: sales, service, standards, people and costs as well as the behaviours you need to demonstrate. It details how your role supports Better Food to become a better, ethical, organic retailer within Bristol and beyond.

Key Responsibilities:

SALES

Delivers excellent presentation standards every day

- Delivers accurate and timely implementation of inspirational layouts and events
- Effectively implements layout and product flow
- Uses knowledge of promotions policy to implement required changes
- Delivers standards through the consistent delivery of all the key basic shop keeping principles
- Ensures correct promotional marketing is in place

Maximises on-shelf availability for customers by delivering stock accuracy, identifying gaps and replenishing accordingly

- Replenishes products during food fill, top-up of ambient, chilled and frozen
- Drives stock accuracy by gap scanning and completing relevant simple counts in line with standard operating procedures
- Maintains the integrity of store stock system, including the correct recording of date expired food
- Uses relevant reports and business communications to keep updated on product range and sales opportunities with line manager

Contributes to the sales performance by promoting deals and offers and taking the opportunity to cross sell with each customer interaction

- Drives commercial opportunities through probing, knowledge of reports and sales targets and uses this information to drive additional sales
- Seeks opportunity to promote deals and offers, cross selling and offering alternatives
- Drives average basket and cross selling to customers by ensuring correct products are in the right place and replenished

SERVICE

Helps our customers to shop more at Better Food, by giving helpful, friendly and knowledgeable suggestions and advice to every customer, every time

- Demonstrates 'notice me' by acknowledging the customer and making them feel welcome, taking the initiative to talk and interact with them, sharing information about product offer
- Delivers great service for our customers
- Helps customers to shop more
- Flexible to meet the customers' needs ie to cover/move departments when necessary
- Resolves in-store customer queries and complaints, and escalates when appropriate
- Knows how to act on customer feedback and who to escalate it to
- Works with pace and efficiency at the till point, makes eye contact and smiles at customers including those in the queue
- Processes till point transactions efficiently and maintains till point standards
- Maintains a general awareness of the competition, store product range and store navigations
- Understands how customers' feedback influences delivering great service
- Recognises individuals who deliver excellent service by giving feedback and utilising the WOW box
- Personal appearance meets the Better Food standards, including the wearing of a clean apron and name badge

STANDARDS

Maintains shop floor standards throughout the trading day for customers and colleagues.

- Ensures products are displayed according to standards, ready for opening and maintained at all times
- Implements principle of 'clean as you go' throughout the store
- Ensures correct date rotation of all products

Maintains a safe and legal working environment for customers and colleagues

- Completes date expired food check and signs relevant documentation
- Maintains the cold chain
- Ensures all legal ticketing and décor within section is delivered to policy within the store
- Delivers a safe working environment for both customers and colleagues
- Maintains data protection of customer details at all times
- Uses equipment in line with health and safety principles and training
- Takes responsibility for maintaining store equipment
- Has an awareness of potential hazards and takes appropriate action
- Completes all health and safety documentation required, including slip/trip sheet

PEOPLE

Shares knowledge and experience with other team members and takes ownership for own personal development

- Keeps in touch with relevant information and about store and section and shares their knowledge and experience with other team members
- Provides timely and appropriate feedback and suggestions to ICE reps
- Collates evidence throughout the year and prepares for review conversation, sharing their evidence with the line manager
- Ensures correct working hours and logged
- Pins in and out when starting and finishing shift

COSTS

Minimises losses and works in an efficient and productive manner

- Is vigilant to theft using deter techniques by approaching and offering service to the individual
- Minimises stock losses through accurate stock rotation, counting and recording of stock
- Works with standard operating procedures to deliver an efficient operation

BEHAVIOURS

Values and Capabilities: Connect with our customers and each other by being positive, determined, respectful and taking ownership and responsibility to actively sell.

Key Performance Indicators: To be agreed

Expectations: We expect all staff to have a "can do" attitude, to lead and inspire by example and to put the best interests of the company at the forefront of all they do at Better Food.

This includes taking responsibility for achieving and maintaining the highest standards of health and safety in the workplace.

January 2016