

JOB DESCRIPTION

JOB TITLE: **HEAD OF CLIENT EXPERIENCE**

REPORTING TO: **Operations Director**

RESPONSIBLE FOR: **CLIENT CARE TEAM**

Willows is one of the UK's leading small animal referral centres with state-of-the-art diagnostic and surgical facilities and renowned specialist staff who are working at the cutting edge of veterinary medicine and surgery.

Our vision is to provide an unrivalled clinical, patient, client and team experience that is recognised as the definition of excellence on the veterinary world stage.

Our mission is to achieve excellence in all we do, including clinical outcomes, patient care, client experience, service to referring vets, care of our team, and care of our environment, ethically and sustainably through:

- World leading specialist veterinary expertise, using exceptional facilities and diagnostics with leading edge technology
- Being the preferred partner for veterinary professionals offering the best shared care for their patients
- Being recognized as thought leaders and preferred partners in developing clinical expertise
- Giving every patient the best possible clinical outcome in a safe and comfortable environment
- Delighting every client and referring vet by exceeding expectations at every opportunity
- Providing every team member with a safe, supportive, inspired, motivated and engaged environment
- Delivering an exceptional Price to Value ratio

This philosophy should be carried through at all levels, in terms of professionalism, teamwork, approach, positive attitude and communication (between vets, clients, external providers such as laboratories and staff).

OVERVIEW

The Head of Client Experience will be responsible for

1. Owning the overall client experience strategy and delivery from start to finish for clients and primary care vets who refer to us
2. Proactively identifying opportunities to improve the client experience at every touch point
3. Proactively managing any client complaints through to a swift positive outcome
4. Strategic direction, strong leadership, coaching and day to day operational management of the reception team encompassing front of house, telephone and digital contact centre to deliver an outstanding client experience.
5. Consistent delivery of Key Excellence Indicators including budget management

positive inspirational role model working to create a motivated team.

KEY PURPOSE

1. Owning the overall client experience strategy and delivery from start to finish for clients and primary care vets who refer to Willows – identify all touch points for clients and referring vets, proactively defining and delivering excellence within the Willows brand through people, systems, process and any other resources and ideas aligned to delight the client within agreed budgets.

2. Proactively engage with all other teams within Willows to design, develop and deliver world leading client experience in the veterinary space. Continually research, identify and recommend areas for improvement including technology and ideas within and outside of the veterinary industry.
3. Provide an excellent client experience throughout the client complaint process with speed, empathy, strong communication, collaboration and mediation skills to achieve positive outcomes for clients and the business.
4. Strategic direction, strong leadership, coaching and day to day operational management of the reception team encompassing front of house, telephone and digital contact centre to deliver an outstanding client experience including:
 - Creating, nurturing and inspiring a high performing culture within the reception team in front of house, telephone and digital contact centres
 - Building strong, inspiring relationships with all teams across Willows to improve outcomes for Reception and Client Experience across the site
 - Providing strong leadership and management with excellent communication skills to create a positive environment which strengthens relationships with clients, the reception team, teams across Willows, Linnaeus and external companies
 - Promote the services and value of Willows to clients, internal teams and external organisations.
 - Be a positive and inspirational role model for the Reception team, motivating the site to hold Client Experience at the top of their agenda
 - Be efficient, pleasant, courteous, polite, concerned and helpful to all clients consistently under all conditions. Manage emotions and demonstrate a calm, resilient approach throughout
 - Continually monitor and respond to client feedback, action any suggestions to improve our services within agreed KEIs
 - Define, develop, constantly improve and implement our client service standards, policies and procedures through exceptional communication to ensure outstanding service is consistently delivered, meeting agreed objectives and Key Excellence Indicators
 - Support the reception team in creating a harmonious culture in line with our values and vision
 - Inspire and deliver optimum performance from each individual reception team member
 - To create and continuously develop people and technology resource models to create optimum cover for client and referring vet contact
 - Hold overall responsibility for rotas and forward planning of resource
 - To analyse and regularly report data on call rates, performance, efficiency of the reception team and client complaints.
 - Deliver and inspire the highest standards of personal presentation, particularly on front of house
 - Deliver and inspire exceptional face to face, telephone and digital client interaction quality in a timely, friendly, professional and to an outstanding quality
 - Train and develop the reception team to enable continuous professional development
 - Overall responsibility for recruitment in the Reception Team
 - Ensure all H&S, data or any other legal requirement training remains up to date and brought to life in every day activity
5. Consistent delivery of Key Excellence Indicators including budget management. Deliver KPIs in front of house, telephone and digital contact centre with proactive suggestions for improvement. Deliver an exceptional reception service within agreed budgets with regular review.
6. Owning or contributing to projects as directed by Ops Director, Clinical Director or Managing Director

PERSON SPECIFICATION

SPECIFICATION	ESSENTIAL	DESIRABLE
Experience	<p>At least 2 years experience of motivating, leading, inspiring, managing, coaching and developing a team.</p> <p>Experience of delivering training</p> <p>Experience in a client care environment</p>	<p>Veterinary industry experience</p> <p>Previous practice management experience</p> <p>VDS experience</p>
Knowledge	Handling customer complaints and issues with payments	Previous client experience improvement programme delivery
Qualifications	4 GCSE's or above	<p>Management qualification</p> <p>Coaching qualification</p>
Skills & Abilities	<p>Excellent oral and written communication skills</p> <p>Able to demonstrate keeping confidentiality</p> <p>Have a flexible approach to work and management styles</p> <p>Multi-tasking skills including ability to prioritise</p> <p>Approachable with the ability to show empathy where required</p> <p>Resilient and calm under pressure</p>	
Other qualities	A strong team player	

Health and Safety

- Be fully aware of all Health & Safety issues and read all information supplied