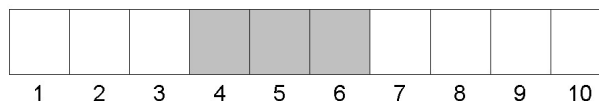


BENCHMARK - ROLE DESCRIPTION

Receptionist

Maximising Sales Opportunities

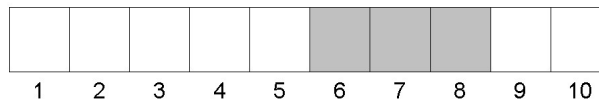
Looking for every opportunity to persuade customers to buy products and services.



Fundamental requirement in the role to promote and sell products and services.

Acquiring Knowledge

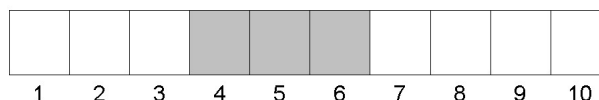
Understanding the products and services provided by the organisation



Above average requirement in the role to provide technical information in response to enquiries.

Thinking Ahead

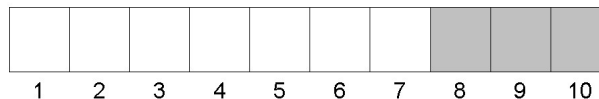
Identifying customer service problems or issues before they arise.



Fundamental requirement in the role to identify interpersonal issues before they arise.

Relating to Customers

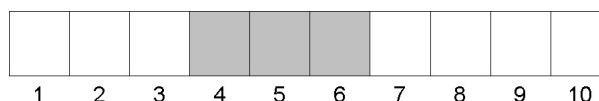
Displaying a positive, friendly and informal manner with customers.



Considerable requirement in the role to use interpersonal skills in order to resolve problems or issues.

Exceeding Customer Expectations

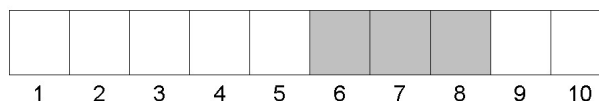
Going beyond customer expectations in terms of the service provided.



Fundamental requirement in the role to meet customer expectations.

Providing Information

Educating customers about products and services that may be of interest to them.



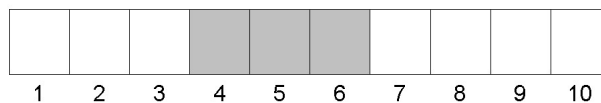
Above average requirement in the role to provide technical information.

BENCHMARK - ROLE DESCRIPTION

Receptionist

Understanding Customer Behaviour

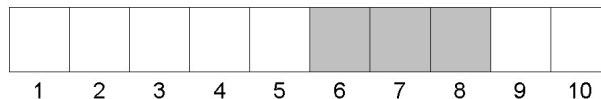
Analysing why customers behave as they do and adapting accordingly



Fundamental requirement in the role to understand 'non-verbal' communication and adapt accordingly.

Taking Action

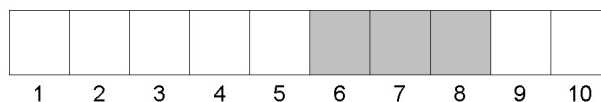
Showing a sense of urgency on behalf of customers and actioning requests quickly.



Above average requirement in the role to adopt a 'hands-on' action orientated approach.

Organising Work

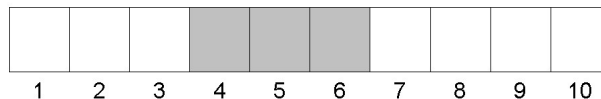
Undertaking work in a well-organised and systematic way.



Above average requirement in the role to plan and prioritise activities.

Cooperating With Others

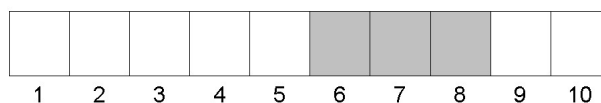
Working effectively with colleagues and other departments.



Fundamental requirement in the role to work effectively with colleagues and other departments.

Maintaining High Standards

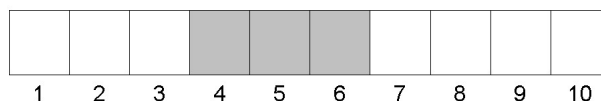
Striving for excellence by paying attention to important detail.



Above average requirement in the role to exceed customer service standards.

Delivering on Promises

Ensuring promises are kept by following through on customer requests.



Fundamental requirement in the role to always follow through and ensure promises are kept.