

JOB DESCRIPTION

This job description outlines the key accountabilities of, and output required from, the postholder. It is not a definitive list, and the role may well change and evolve over time.

Name:	
Job title:	Customer Sales Advisor- Dyslexia Action Shop
Department/location:	Canterbury Office
Report to:	Shop & Product Manager, Finance Director
The main purpose of the job:	
To provide direct, effective, and efficient customer service and sales support through phone and email communication with clients and the product fulfillment house. To process and progress customer orders using the various systems in a timely and efficient manner.	
Key tasks and responsibilities:	
<p>Respond to customer queries as required via email and phone, offering expert advice on product selection, resolving issues promptly, and ensuring a positive and professional customer experience.</p> <ul style="list-style-type: none">● Communicate with customers regarding back-ordered items—providing updates, offering alternative solutions, or revising delivery timelines to manage expectations effectively.● Handle customer returns and refunds in line with company policies, ensuring a smooth process while maintaining clear communication with customers and collaborating with the finance team for accurate refund processing.● Serve as the main point of contact for key accounts, building and maintaining strong client relationships to encourage customer retention, repeat purchases, and loyalty.● Proactively engage with high-value customers to understand their evolving needs, resolve any service concerns, and identify opportunities for cross-selling or upselling.	

- Process and manage incoming customer orders with a high degree of accuracy, ensuring that orders are fulfilled promptly and meet customer expectations.
- Maintain and update product listings on the website, including descriptions, pricing, images, and promotional details, ensuring content is accurate and current.
- Monitor stock levels regularly and report low inventory or stockouts to the team. Work closely with third-party logistics (3PL) partners to coordinate timely restocking and order dispatch.
- Utilize the CRM system to track customer interactions, order history, and product performance, ensuring accurate records and generating reports to support decision-making.
- Analyse sales data and digital trends, including customer behavior and conversion metrics, to support performance reviews and prepare quarterly reports for the Shop Manager and senior team.
- Track abandoned shopping baskets and collaborate with the sales and marketing teams to enhance recovery strategies and improve overall conversion rates.
- Assist in the planning and execution of promotional campaigns by updating website offers and ensuring all related marketing materials reflect accurate, relevant, and timely information.
- Support credit control activities, including the proactive chasing of outstanding invoices, that have remained unpaid post-delivery of shop orders.

Measurable outputs:

- Customer calls and emails are consistently managed during working hours (9 am–5 pm), with inquiries acknowledged within 24 hours.
- Orders are processed within 48 hours of receipt, with daily CDL reports run to support timely fulfillment and delivery within one week.
- Returns, refunds, and backorders are handled smoothly in line with policy,

with clear and proactive communication to customers.

- Website product listings are kept accurate and up-to-date, including descriptions, pricing, and availability.
- CRM records are maintained accurately, with key interactions logged and unresolved issues followed up promptly.
- Sales reports and customer insights are shared regularly to support team decisions and identify opportunities for improvement.

Person Specification

You will have previous experience in customer service, sales administration, or a similar role, ideally in an online retail environment.

Skills and Qualifications

- **Sales-Oriented Mindset:** A proactive approach to customer service, with the ability to identify and act on sales opportunities to support growth.
- **Strong Team Collaboration:** Ability to work effectively with internal teams such as sales, operations, and logistics to ensure a seamless customer experience and efficient workflows.
- **Customer Service Expertise:** Strong customer-centric approach, with the ability to resolve issues quickly and maintain customer satisfaction.
- **Communication Skills:** Excellent written and verbal communication skills, with the ability to explain product details and resolve customer issues effectively.
- **CRM Proficiency:** Familiarity with CRM systems (e.g., Metrilo or similar) for managing customer interactions and generating sales reports.
- **Order Management & Returns:** Experience in processing orders, managing backorders, returns, and refunds efficiently.
- **Tech-Savvy:** Comfortable using online sales platforms (e.g., Magento2), order management systems, and basic office software.
- **Problem-Solving Skills:** Ability to address customer issues creatively and resolve challenges related to product availability, shipping, and returns.

- **Attention to Detail:** Ensure that customer orders, returns, and data entry are accurate to maintain seamless operations.

Desirable Attributes:

- **Experience with Magento:** Familiarity with the Magento e-commerce platform, including order processing, product updates, and customer data management.
- **Experience with Metrilo:** Understanding of Metrilo or similar analytics and CRM tools to support reporting, customer segmentation, and performance tracking
- **Knowledge of Dyslexia:** An understanding of dyslexia and related educational tools is preferred, though not essential.
- **3PL Coordination Experience:** Experience working with third-party logistics providers to manage order fulfillment, shipping accuracy, and delivery timelines
- Experience in credit control and following up on unpaid invoices. Experience working with schools

Practical requirements:

- The place of work will be the Canterbury Real Group office, with a hybrid working pattern of being in the office at least 60%.
- The role offers flexibility and can be structured as either a full-time or a part-time position, depending on the needs of the business and the successful candidate.
- Attend team meetings either in, but not exclusively, the Real Group Canterbury or Greenwich offices.
- Attend occasional marketing events, such as exhibitions
- Core hours - 9 am-5 pm Monday-Friday, taking a 30-minute unpaid break if working for a continuous period of more than 6 hours. These may be changed from time to time according to the needs of the business.

The above job description is a guide to the work you may be required to undertake, but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Date: July 2025