

POSITION TITLE:	Customer Enablement Team Leader		Date: March 2025
DEPARTMENT:	Customer Enablement Team	LOCATION:	Sydney
Status:	Full-time	Job Grade/Award Level	
REPORTS TO:	Commercial Director, Customer Enablement		
DIRECT REPORTS:	Customer Enablement Executives (Sydney & Manila);		No: of Reports: up to 5
Position Purpose			
<p>The Customer Enablement Team Leader oversees the day-to-day operations of the Customer Enablement Team (CET) ensuring the team delivers exceptional customer service and smooth workflow of enquiries and event bookings.</p> <p>Customer Enablement Executives are 'front-line' customer service and event coordination focussed team members. Using their product knowledge and planning ability, they act the conduit between the client and Operations (either Venue Delivery or Event Services teams) and play a key role in ensuring Cliftons' vision of bringing remarkable experiences is delivered for each client booking.</p> <p>Client events are diverse in style and size – ranging from board meetings, corporate training, seminars, conferences, teambuilding, exams and may be virtual, hybrid or face-to-face within Cliftons venues or externally through partner venues.</p>			
Accountabilities			
Event Logistics Operations	<ul style="list-style-type: none"> Oversee the day-to-day operations of the team (event booking leads and enquiries), ensuring smooth functioning and optimal performance Monitor call/email/web enquiry volume, response times, and customer satisfaction metrics to identify areas for improvement and implement corrective measures In partnership with Commercial Director, Customer Enablement, develop procedures and standards to ensure consistent and smooth service delivery is applied in event planning across the team. Identify opportunities for process improvements and implement strategies to enhance operational efficiency and customer satisfaction Maintain an in-depth knowledge of business products and value proposition. Cross-sell and upsell Cliftons event delivery services and venues services where possible with client accounts throughout the year. Assist with challenging client requests or issue escalations internally as needed 		
Customer Service & Enablement	<ul style="list-style-type: none"> Ensure that the team consistently provides exceptional customer service by managing incoming client enquiries (eg. by email, website, phone, portal) and convert them into confirmed bookings, with the ability to negotiate within set parameters Implement strategies to enhance the customer experience and maintain a high level of customer satisfaction Ensure that the team identifies and follows up opportunities on cross-selling opportunities in the event coordination phase to maximise revenue and enhance the customer experience, where appropriate Act as a point of escalation for more challenging or complex customer enquiries, demonstrating professionalism and effective problem-solving skills. 		

People Management	<ul style="list-style-type: none"> • Manage, develop and coach the Customer Enablement Executives, providing guidance, training and support to ensure their success • Collaborating with the Commercial Director – Customer Enablement, foster a high-performance team culture to motivate and inspire the team to achieve convert enquiries into bookings, deliver customer-centric service and reach or exceed team-based sales revenue forecasts • Identify knowledge gaps within the team and develop plans for filling them • Monitor individual performance and provide ongoing coaching and feedback to the team • Promote collaboration and cross-functional alignment between Customer Enablement and other teams eg. Marketing, Field Sales, Event Services, Venues to ensure a seamless handover of events and maintain a strong focus on customer satisfaction
Stakeholder Management	<ul style="list-style-type: none"> • Collaborate with internal stakeholders to align on event booking requirements and promote a seamless customer journey • Liaise with Venue Managers, Event Services, and external partners (affiliate venues, team building, speaker bureau, travel providers) to coordinate bookings and resolve any concerns
Corporate Citizenship	<ul style="list-style-type: none"> • Consistently demonstrate an alignment to Cliftons vision of creating remarkable experiences and our core values - FLIPIT: Fun, Leadership, Innovation, Passion, Integrity, Teamwork

Internal contacts

Commercial Director – Customer Enablement and Global Sales; Commercial Director – Field Sales; Venue Managers and local Operations teams; Business Development & Account Managers.

External contacts

Client representatives; External Venue Providers and Suppliers

How Performance is Measured

Accuracy in data entry and capturing event details two weeks in advance of event start date

Percentage of Event Bookings confirmed vs Event Enquiries

Positive Client Feedback

Team revenue targets

Qualifications/Work Experience /Knowledge Requirements and Competencies

Knowledge & Experience:

- Proven experience in call centre / contact centre management – preferably in the event industry or a related field
- Strong people management skills, with the ability to motivate and develop a diverse and high-performing team
- Strong knowledge of Cliftons' products and service offerings
- Understanding of suggestive selling techniques to identify opportunities to maximise revenue and enhance customer experience
- Proficient in using CRM software and reporting tools

Qualifications:

Competencies:

- Customer Focus: Building strong customer relationships and delivering customer-centric solutions

- Plans and aligns: Planning and prioritizing work to meet commitments aligned with organizational goals
- Optimises work process: Knowing the most effective and efficient processes to get things done, with a focus on continuous improvement
- Action oriented: Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm
- Directs Work: Providing direction, delegating, and removing obstacles to get work done
- Drives results: Consistently achieving results, even under tough circumstances
- Ensures Accountability: Holding self and others accountable to meet commitments and deadlines
- Collaborates: Building partnerships and working collaboratively with others to meet shared objectives
- Communicates effectively: Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences
- Builds effective teams: Building strong identity teams that apply their diverse skills and perspectives to achieve common goals

Agreed by _____

Date _____

Manager _____

Date _____