

JOB DESCRIPTION



Section 1: General information	
Job title:	Customer Support Advisor
Department:	Customer Support
Reports to:	Customer Support Team Manager
Section 2: PenCarrie's story and purpose	
<p>PenCarrie's story:</p> <p>With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.</p> <p>PenCarrie's purpose:</p> <p>The distribution partner that enables exceptional customer success.</p>	
Section 3: Purpose and responsibilities of the role	
<p>Main purpose of role:</p> <p>As a Customer Support Advisor, you will be at the forefront of delivering exceptional customer experiences through our digital-first contact centre. You will be a vital link between our customers and the business, providing seamless support through various digital channels (email, live chat, social media, telephone and more). By resolving queries, processing orders, and handling support issues, you will help our customers succeed and strengthen long-lasting relationships. You will also contribute to the continuous improvement of the customer experience and play a key role in shaping the future of customer support within our company.</p> <p>This is an office-based role, working within the Customer Support operating hours of 08:30 to 18:00 Monday through Friday. Working pattern could be any of the following as agreed with the Head of Customer Support and may flex and change with reasonable notice in line with business need;</p> <ul style="list-style-type: none">• 08:30 – 17:00• 09:00 – 17:30• 09:30 – 18:00 <p>Key responsibilities:</p> <p>Develop and Maintain Customer Relationships:</p> <ul style="list-style-type: none">• Build strong, empathetic relationships with customers to maximize satisfaction and foster long-term loyalty, ensuring the customer feels heard and valued across all digital touchpoints. <p>Manage Multi-Channel Customer Contact:</p> <ul style="list-style-type: none">• Receive and handle all incoming customer communications across digital platforms—phone calls, emails, social media, live chat, and more. Ensure timely responses, accurate information, and excellent service delivery.	

JOB DESCRIPTION



Issue Resolution and Problem Solving:

- Investigate and resolve customer issues efficiently, using a solutions-oriented approach to maintain high service levels. Escalate complex cases as necessary to ensure resolution.

Customer Needs and Recommendations:

- Understand customer requirements and expectations to recommend tailored products, services, and solutions that best meet their needs, driving satisfaction and repeat business.

Product Knowledge:

- Maintain up-to-date knowledge of the company's full product range to provide accurate and relevant information, enabling you to support customers effectively and make informed recommendations.

Collaboration with Cross-Functional Teams:

- Collaborate with key departments including Purchasing, Warehouse, Marketing, IT, and Sales to ensure customer needs are met effectively. This includes communicating product availability, processing orders, and sharing customer insights.

Administrative Support:

- Perform general administrative duties to ensure smooth operation of the customer support function, maintaining accurate records, data, and reports as required by management.

Support Company Initiatives:

- Assist with promoting company offers, events, and services to customers and prospects, strengthening our brand presence and customer engagement.

Continuous Improvement:

- Actively contribute to the continuous improvement of customer support processes and the customer experience by identifying opportunities for greater efficiency and suggesting actionable improvements.

Data Gathering & Reporting:

- Maintain and provide accurate reports and data as requested by line managers to assist with business analysis and planning.

Additional Tasks as Required:

Take on any other reasonable tasks within the remit of the role to contribute to the overall success of the customer support team and the business.

Section 4: Person specification

Knowledge, skills and experience required:

Essential

- Strong customer support skills with a passion for putting the customer experience first.
- Proven experience in a multi-channel customer support or service role, with a focus on digital communication platforms (email, live chat, social media, telephone and more).
- Strong relationship-building skills with the ability to engage and retain customers.
- Proficient in IT, including Microsoft Office (Outlook, Word, Excel) and familiarity with digital communication tools.
- Excellent communication skills with a friendly and professional telephone manner.
- A proactive and solutions-focused approach to problem-solving.
- A genuine desire to assist customers in growing and developing their business through exceptional support.

Desirable

- Familiarity with CRM systems such as Salesforce, Microsoft Dynamics, or ZenDesk etc.
- Ability to work flexible hours, with prior notice.
- Experience working in a digital contact centre environment or with customer support platforms.

PenCarrie Values

We're dedicated to customer success

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

We build strong and respectful relationships

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

We grow responsibly

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact



JOB DESCRIPTION



- We give back to our communities

Section 5: Job description prepared by

Job title: Head of Customer Support

Date: July 2025