

## JOB DESCRIPTION



Section 1: General information	
Job title:	Customer Support Team Manager
Department:	Customer Support
Reports to:	Head of Customer Support
Line manager responsibility for:	6 Direct Line Reports
Section 2: PenCarrie's story and purpose	
<p><b>PenCarrie's story:</b></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><b>PenCarrie's purpose:</b></p> <p>The distribution partner that enables exceptional customer success.</p>	
Section 3: Purpose and responsibilities of the role	
<p><b>Main purpose of role:</b></p> <p><b>Main Purpose of the Role:</b></p> <p>As <b>Customer Support Team Manager</b>, you will play a key leadership role within our customer support operations, overseeing a high-performing team of Customer Support Advisors. This role is crucial in driving excellence across all digital customer interactions (telephone, live chat, email, social media, etc.), ensuring the team consistently meets and exceeds key performance indicators (KPIs). You will report directly to the Head of Customer Support, contributing to strategic decisions and ensuring the operational efficiency and success of the department. Additionally, you will deputise for the Head of Customer Support in their absence, stepping into leadership responsibilities and ensuring the department runs smoothly at all times.</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> <ol style="list-style-type: none"><li>1. 08:30 – 17:00</li><li>2. 09:00 – 17:30</li><li>3. 09:30 – 18:00</li></ol> <p><b>Key Responsibilities:</b></p> <p><b>Team Leadership &amp; Strategic Oversight:</b></p> <ul style="list-style-type: none"><li>• Lead, mentor, and manage a team of Customer Support Advisors to ensure consistently high standards of service across all digital channels.</li><li>• Provide ongoing coaching and development, ensuring team members are equipped to achieve individual and team KPIs while fostering a high-performance culture.</li></ul>	

- Deputise for the Head of Customer Support, representing the department in key meetings and decision-making processes, ensuring smooth operations during their absence.
- Take full responsibility for the employee life-cycle of the Customer Support Team dealing with any issues that arise such as investigations, grievance, disciplinary, absence management, family friendly policies, and day-to-day holiday, absence and time keeping issues.

### **Performance Management & Data-Driven Decision Making:**

- Monitor and report on key KPIs, using data to evaluate team performance and identify opportunities for operational efficiencies.
- Contribute and develop management reports and updates as required to provide analysis on customer satisfaction, contact levels, reasons and route cause analysis.
- Implement strategies to optimise performance across service delivery, identifying trends, issues, and opportunities for process improvement.

### **Omnichannel Excellence & Customer Contact Strategy:**

- Oversee customer support activities across various digital channels (telephone, email, live chat, social media, telephone etc), ensuring rapid, effective, and empathetic customer support delivery.
- Develop and implement strategies for continuous improvement in customer interactions, leveraging emerging technologies and tools to enhance team performance.

### **Strategic Planning & Cross-Functional Collaboration:**

- Partner with senior leadership, including the Head of Customer Support, to develop and implement long-term strategies that align with business objectives.
- Collaborate with cross-functional teams (Sales, IT, Marketing, Purchasing, Warehouse, New Product Development, etc.) to ensure seamless integration of customer support initiatives and continuous refinement of customer support strategies.

### **Escalation Management & Issue Resolution:**

- Take ownership of complex customer issues, ensuring swift resolution and maintaining high customer satisfaction, particularly in escalated cases.
- Support the team in handling challenging cases and provide guidance on escalation procedures when necessary.

### **Continuous Improvement & Innovation:**

- Champion a culture of continuous improvement, ensuring that the team is actively engaged in identifying opportunities to enhance processes and adopt best practices.
- Drive digital transformation efforts within customer support, keeping the team at the forefront of new technologies and innovations in the customer support space.

### Team Development & Talent Management:

- Lead the development of training programs to ensure the team remains skilled and knowledgeable in evolving customer support technologies and procedures such as (omnichannel, workforce management tools and AI implementation).
- Mentor and develop advisors, ensuring career progression opportunities and aligning individual growth with business needs through annual appraisals and active regular 1-1s.

Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

### Section 4: Person specification

#### Knowledge, skills and experience required:

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##### Essential:

- Proven experience managing large customer support teams, with an emphasis on digital channels (live chat, social media, email, telephone, etc.) and omnichannel communication.
- Extensive leadership experience, with the ability to coach, mentor, and drive performance while fostering an empathetic, collaborative, high-performance culture in line with our company values.
- Strong analytical skills with the ability to use data to drive decision-making and optimise team performance.
- Expertise in customer satisfaction metrics (CSAT, NPS) and experience improving performance through data insights.
- Experience in managing cross-functional relationships and ensuring alignment with broader business goals.
- High-level communication skills, with the ability to engage and influence stakeholders at all levels of the organisation.
- Ability to handle complex escalations and maintain composure under pressure while ensuring the best possible customer outcomes.

##### Desirable:

- Familiarity with customer support platforms (Salesforce, Zendesk, etc.).
- Project management experience, with the ability to lead initiatives that improve team performance and customer satisfaction.

Knowledge of emerging trends in customer support technology and a passion for digital transformation.

### 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

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- 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
- We give back to our communities



### **Section 5: Job description prepared by**

**Job title: Head of Customer Support**

**Date: July 2025**