

United Arab Emirates Jobs Expertini®

Lead Generation Officer (Outsource) United Arab Emirates Posted on 10/18/2023

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Company: Abu Dhabi Islamic Bank PJSC

Location: united arab emirates

Category: other-general

Role : Lead Generation officer **Location** : Jafza / Dubai **Role Purpose:** Objective is to play a pivotal role in ensuring a seamless and efficient sales process and timely logging of lead. You will be responsible for providing essential assistance to the sales team, handling customer inquiries, processing orders accurately, and coordinating with various departments to facilitate smooth fulfilment. By demonstrating exceptional organizational and communication skills, you will contribute to maintaining high levels of customer satisfaction and optimizing the overall sales operation.

Key Metrics:

- **Inbound communication:** Logging verified inbound inquiries via various channels including phone, email, chat, social media etc
- **Processing Time:** Measure the time taken from order to its successful processing to ensure timely fulfillment and customer satisfaction.
- **Accuracy:** Track the percentage of leads processed accurately, without errors or discrepancies.
- **Customer Response Time:** Measure the average time taken to respond to customer inquiries or support requests to maintain a high level of responsiveness.
- **Customer Satisfaction:** Gather customer feedback and assess their satisfaction levels with the sales support and fulfillment services provided.
- **Fulfillment Time:** Evaluate the time taken from order processing to delivery, including coordination with logistics and shipping, to meet customer expectations (support the life cycle of this process).
- **Service Level Agreement (SLA) Compliance:** Monitor adherence to SLAs for order processing, response times, and other service commitments.
- **Order fulfillment Cost:** Analyse the cost associated with order processing and fulfillment to ensure cost-

effectiveness. Key Accountabilities of the role:

- Accurately and efficiently process customer orders / leads, ensuring all details are correct, and facilitate smooth fulfillment.
- Sales Support: Interact with customers promptly, professionally, and courteously, responding to their queries, providing updates on orders, and ensuring a positive customer experience.
- Order Tracking and Status Updates
- Service Level Agreement (SLA) Compliance
- Handle customer complaints, issues, and returns with a focus on swift and satisfactory resolutions.
- Cross-Functional Coordination
- Documentation and Reporting: Maintain accurate records of customer interactions, order details, and relevant data, and prepare regular reports on key metrics and performance.
- Continuous Improvement: Identify areas for process improvement and efficiency enhancement in sales support and order fulfillment, implementing best practices to optimize operations.
- Compliance and Ethical Standards: Ensure adherence to company policies, industry regulations, and ethical guidelines in all sales support and fulfillment activities.
- Customer Satisfaction: Prioritize customer satisfaction by providing exceptional support, promptly addressing issues, and exceeding customer expectations.
- Quality Assurance
- Training and Development

Specialist Skills / Technical Knowledge Required for this role:

1. Product Knowledge
2. Customer Service: Excellent customer service skills, including active listening, problem-solving, and handling customer complaints with empathy and professionalism.
3. Communication Skills: Strong written and verbal communication skills to interact effectively with customers, sales teams, and cross-functional stakeholders.
4. Sales Support Techniques: Knowledge of sales support best practices, such as handling objections, upselling, and cross-selling, to assist the sales team in achieving their goals.
5. Order Fulfillment Procedures: Understanding of end-to-end order fulfillment processes, including inventory management, shipping logistics, and delivery tracking.
6. Time Management
7. Cross-Functional Collaboration: Ability to work collaboratively with sales, marketing, logistics, and other departments to ensure smooth order fulfillment and support operations.
8. Quality Assurance
9. Compliance and Ethics: Familiarity with relevant industry regulations, ADIB policies, and ethical standards in sales support and fulfillment processes.
10. Continuous Learning

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