

# Customer Experience Representative

## WHO WE ARE - KO WAI MĀTOU

We are Farmlands - Te Whenua Tāroa, a Co-operative owned by New Zealand Farmers and Growers, we have been around for 60+ years, supporting our rural communities, looking after our land and our people - we're Out Here Too. We're always backing Kiwis - rain or shine, year in, year out. We work as one – we help each other, we win together.

## PURPOSE AND VISION – TE KAUPAPA ME TE MATAKITE

At Farmlands, our purpose is “To enable improved profitability and productivity for NZ farmers and growers”, and our Vision is “To be the go-to for everyone connected to our land”. Everything we do, every decision we make is with this in the forefront of our minds.

## OUR VALUES – NGĀ UARATANGA

Our values of Be You, Minds Open, and See It Through help us to work as one - helping each other and winning together. We're rural people supporting our rural communities looking after our land and our people.

### Be you - mōu ake

It takes all sorts to make an awesome team. Diversity, different perspectives and a fresh approach to problems make everyone in the team stronger. It's not who you are or what you look like, it's all about what you bring to the table that matters.

### Minds open - hinengaro tākohā

We came from a generation of greatness. It gives us the solid foundation to move on, focus on the future and use our creativity and ingenuity to build Farmlands for the next generation.

### See it through - whakamaua kia tīna

We're a team. United through our love of the land and the communities we serve. We back ourselves, each other, and get behind the decisions we make together.

## POSITION PURPOSE – TE PŪTAKE O TE TŪRANGA

Reports to - Kaiwhakahāere:	Customer Experience Manager
Your Team – To tīma:	Customer Experience
Direct reports - Kaimahi:	No

The purpose of the Customer Experience Representative is to deliver exceptional customer service by managing inbound and outbound calls, processing orders, resolving issues, and identifying sales opportunities. Build strong customer relationships, support internal teams, and contribute to business growth through proactive communication. Support project work during quieter periods while upholding company values.

## KEY ACCOUNTABILITY AREAS – NGĀ WĀHANGA MAHI

### **Safety and wellbeing**

#### **- Haumarutanga**

Actively contribute to a safety-first culture by:

- Keeping yourself and others safe, and participating in safety and wellbeing activities
- Speaking up if you see something that is not and could injure yourself or others in the workplace
- Ensuring that all KPI's, policy and procedure requirements related to safety and wellbeing are completed on time and in full, every time

### **General –**

#### **Whānuitanga**

#### **Contribute to the team**

- Embrace the company values and pillars contributing to excellence.
- Contribute to and support activities/initiatives of the Customer Services and the wider Shared Services team.

#### **Inbound Channel Customer Service**

- Strive for great customer satisfaction for all customers, every time.
- Ensure inbound calls are prioritised and always covered across the Customer Service team and answered within recommended timeframes.
- Manage calls within company guidelines & expectations, following SW's inbound call standards procedure.
- Strive for excellence and over-deliver on customer expectations.
- Complete warm handovers when transferring calls.
- Support the resolution of customer complaints and queries proactively, managing case investigations through to a positive outcome.
- Identify and escalate priority issues to the relevant parties.
- Compile reports and track information to support the SW Sales team and other departments.
- Identify ways to make it easier for customers to do business with us.
- Undertake relevant developmental training to meet role objectives.

#### **Outbound Channel Customer Service**

- Contact customers by phone or email with a sales and service lens via outbound calling.
- Deliver phone sales to grow customer interactions and increase sales.
- Follow the outbound call standards with every call.
- Achieve sales budgets and meet call targets.
- Respond to questions, identifying and overcoming objections.
- Guide customers through the sales process, offering value-add propositions.
- Follow up on initial contacts with accountability for customer satisfaction.
- Record all outbound call activities in CRM.

#### **Order processing / Continuous Improvement**

- Ensure accurate entry and checking of orders.
- Process inbound orders using best business practices.
- Assist customers by educating them on value-adding products and services.
- Adhere to defined order timelines, minimum order quantities, and SOPs.

- Where orders are below minimums, contact customers to increase order size or advise on freight charges.
- Close and invoice all orders upon confirmed delivery.

#### **Master Data**

- Verify, collect and record customer details accurately and promptly.
- Confirm customer information to maintain a clean company database.
- Maintain and update master data according to defined data rules and conventions.
- Ensure data use aligns with privacy policy and educate others as needed.
- Undertake manual data cleanse initiatives.

#### **Support Marketing Initiatives**

- Work with the Marketing on promotional/sponsorship activities as required

#### **Process / Projects / Administration**

- Comply with all SOPs and assigned admin tasks.
- Identify and assess process improvements with colleagues and implement if beneficial.
- Support project work during off-peak seasons.
- Support UAT testing where relevant.
- Adapt to and support new initiatives.

#### **Support the wider team**

- Build strong, cohesive working relationships with internal stakeholders and external carriers/suppliers.
- Support site stocktakes.
- Minimise customer credits by reducing order processing errors.
- Identify and help maximise sales opportunities.
- Support the delivery of high-quality products.
- Uphold compliance with national policies and regulations regarding animal feed.
- Share knowledge with other team members.
- Be punctual and adhere to rostered start/finish times.
- Actively contribute to team meetings.

#### **Professional**

#### **Development -**

#### **Whakawhanaketanga**

Continue to develop personally and professionally by:

- Maintaining regular contact with manager to discuss progress and performance, seek feedback and address development areas
- Engaging with Farmlands performance development process, recording progress and goals
- Being a positive supporter and leader of change initiatives
- Ensuring all training requirements are completed as required

**These may change from time to time to meet operational or other requirements.**

## WHAT YOU'LL BRING - ĀU ĀPITITANGA KI TE TŪRANGA

### **Experience - Āu tautōhitotanga**

- Previous experience in a customer service team or telesales/contact centre
- Agriculture industry experience,

### **Qualifications – Āu tohu mātauranga**

- Service-based training
- Customer services training
- Sales-based training
- Contact centre training
- Agriculture training

### **Knowledge – Āu mōhiotanga**

- Knowledge of customer service principles and practices
- Knowledge of farm systems

### **Skills – Āu pūkenga**

- Excellent communication skills and English language skills
- Effective listening skills
- Excellent data entry and typing skills
- Analysis/problem-solving skills
- Confident and proficient in Word, Excel, Outlook

### **Personal Attributes – Ōu āhuatanga**

- Ability to assimilate and express information clearly/succinctly
- Uses mature judgement to maintain confidentiality
- Assertiveness (when required)
- Maintains good working relationships at all levels, internal and external
- Strong customer service focus
- Strong attention to detail
- Acts on own initiative and as a team player
- Thoughtful, resilient and calm in challenging situations
- Solutions-oriented
- Strong personal commitment to organisational excellence and business ethics
- Time management skills
- Attention to detail
- Analysis/problem-solving skills
- Makes systematic and rational judgments based on full data
- Proactive in seeking solutions



# EVERYDAY LEADERSHIP BEHAVIOURS

WE'RE OUT  
HERE TOO.

  
Farmlands

# THE FOUR BEHAVIOURS OF EVERYDAY LEADERSHIP

We've identified 4 leadership behaviours that we know make the best Farmlands leaders. Different roles across the co-operative require us to approach each aspect in slightly different way, and you'll see on the next pages the different leadership levels and how they all fit together.

## Create

### Create Clarity

**Understand the bigger picture** – you understand our vision, strategy and plans. You know what's expected of you and how you should deliver this. And, if you don't know, you take steps to find out.

**Have a plan** – you establish a vision and course of action that's aligned to our strategy. You help others connect the dots between our vision and strategy and where they fit in achieving this. You can describe what success looks like and provide a sense of direction for others, even during times of ambiguity.

**Clarify the 'why'** – you make clear how activities and decisions benefit the customer and the co-operative. You provide further context where further buy-in or prioritisation is needed to help overcome resistance.

## Connect

### Build Connections

**Forge connections** – you have strong relationships with the people around you, your customers and communities. You look outside of your immediate team to create connections with the people and teams across the business who have an influence or impact on your work. You seek broader perspectives to generate insights and opportunities.

**Create purpose and belonging** – you create meaning for your team by uniting them around a common goal. You're authentic and prepared to be vulnerable. You promote diversity and allow others to express themselves and for all voices to be heard equally.

**Take people with you** – you inspire people through your energy, commitment to our business and enthusiasm for the future. You listen, seek feedback from a range of sources and involve others in your decision making, without compromising pace. You lead by example through consistency and demonstrating the Farmlands Leadership behaviours.

## Deliver

### Deliver Results

**Create structure** – you plan ahead and create the structures and work routines to get things done. You make use of the systems and technology available to you. You're agile and look to work in new ways.

**Think and act like an owner** – you take responsibility for your performance and delivering to a high standard. You tenaciously pursue the right outcomes and don't confuse activity with results. If you lead people, you set clear expectations for every team member.

**Insights driven** – you understand the commercial aspects of your role and make decisions based on data and insights. You draw from new sources of information to generate ideas, seeking to innovate, disrupt and change. You are focused on building a stronger organisation tomorrow than today.

## Grow

### Grow Self, Grow Others

**Have a growth mindset** – your resilience helps you embrace change, persist through challenges and learn from feedback. You are curious and have flexibility of thought and perspective. You know your strengths and opportunities, actively engage in self-development and take time to reflect and apply learnings.

**Develop capability** – you coach others to build capability and achieve their potential. You know your team, their aspirations and support them to learn, grow and take ownership of their development.

**Get out of the way** – you empower others by delegating and creating space for them to do their best work, trusting them to deliver and providing support where required. You make it safe for others to try new things and learn from mistakes.

# HOW THIS SHOWS UP IN EVERYDAY BEHAVIOUR (LEAD SELF)

## Create

### Create Clarity

*By understanding your role and how it contributes to the bigger picture you will make the right decisions.*

#### Align with the bigger picture

- Work is directly aligned with our vision, strategy and plans.
- Know what's expected and how to deliver.

#### Have a plan

- Have a vision and course of action that's aligned to our strategy.
- Help others understand how they fit in.

#### Clarify the 'why'

- Understand and make it clear how activities and decisions benefit the customer and the co-operative.

## Connect

### Build Connections

*You have strong relationships with your team and the people you work alongside to achieve success in your role.*

#### Forge connections

- Create strong relationships with others.

#### Create purpose and belonging

- You and your team are united around a common goal.
- Promote diversity and allow others to express themselves.

#### Take people with you

- Inspire people through your energy, commitment and enthusiasm
- Consider information from a range of sources in decision making.

## Deliver

### Deliver Results

*You deliver to the expectations of your role.*

#### Create structure

- Plan and create structure to get things done.
- Be agile and look to work in new ways.

#### Enable performance

- Take responsibility for your performance and deliver to a high standard.

#### Think about the business

- Think and make decisions with a commercial lens.
- Seek new information focused on building a stronger Farmlands.

## Grow

### Grow Self, Grow Others

*Being agile and resilient, listening and responding to feedback, and putting in the effort.*

#### Apply a growth mindset

- Be agile, persist through challenges and learn from feedback.
- Actively engage in self-development and apply learnings.

#### Develop capability

- Coach others to build capability and achieve their potential.
- Know and support others to take ownership of their development.

#### Get out of the way

- Empower others by creating space for them to do their best work.
- Make it safe for others to try new things and learn from mistakes.