



POSITION DESCRIPTION

Name:		Position Title: Customer Relations Officer	
Department: Molecular Laboratory		Reports To: Head and Deputy Head	
Direct Reports: Customer Relations Representatives		Location: NHQ	
Purpose Statement			
The Customer Relations Officer shall be in charge of the overall planning and implementation of customer service strategies of the PRC Molecular Laboratory with the objective of providing 100% customer satisfaction.			
Key Result Area:		Duties and Responsibilities:	
Customer Relations Strategy Development	<ul style="list-style-type: none"> Develop customer service guidelines for all collection sites and testing laboratories (pre-testing) Develop and maintain customer portfolios and prescribed communication strategies for after-testing services Develop customer retention guidebook Develop proposals and lead projects on customer relationship management (CRM) efforts 		
Implementation of Customer Relations Strategy	<ul style="list-style-type: none"> Lead in the implementation of customer service strategies for partners, clients and other stakeholders Lead in the implementation of crisis management strategies, when need arises Support in the development of communication tools for clients and partners Support in the management of general communication channels with partners and clients, such as in social media platforms and other media 		
Competency Building and Training	<ul style="list-style-type: none"> Ensure competency of customer relations representatives Develop trainings and upskilling activities related to customer service for customer relations representatives, molecular laboratory personnel and volunteers Develop and implement a scorecard for customer service performance for customer relations representatives, molecular laboratory personnel and volunteers 		
Booking and Appointments	<ul style="list-style-type: none"> Oversee booking and appointment operations handled by customer service representatives Provide daily statistics on the appointment status such as paid/unpaid, rescheduled/no-show/tested, etc. 		
Monitoring Customer Service Outputs	<ul style="list-style-type: none"> Monitor data on booking and appointments, testing turn-around time, cancellations, refunds, complaints, and all other information relating to pre-testing and post-testing Monitor performance of customer relationship representatives Report daily to the Deputy Head, and the Head, updates on monitored activities Provide weekly, monthly, and midterm reports on activities of the customer service unit 		
Administrative Functions	<ul style="list-style-type: none"> Spearhead the customer service unit of the molecular laboratories, Maintain repository of relevant documents to all tasks assigned to the unit Report to the Head and Deputy Head any incident needing immediate attention 		
Qualifications/Minimum Education: Bachelor's Degree, preferably with at least 3 years of experience in customer relations including 1 year of managerial experience. A graduate degree is an advantage.			
Personal Qualities:		Work Experience & Skills:	
<ul style="list-style-type: none"> Excellent attention to detail Excellent leadership skills Excellent communication skills Highly dedicated on projects and activities handled Innovative and resourceful 		<ul style="list-style-type: none"> At least 3 years of experience in Customer Relations Proficient in MS Office and G-suite applications Excellent in reporting and pitching ideas to high-level executives Excellent oral and written communication skills 	
Equipment Used: Computer/laptop, scanner, printer, copier, telephone and fax machine and video/digital camera.		Working Environment: Laboratory and Office Based	
Key Contacts:			
Core Values: FOCUSED, FAST, FRIENDLY, FLEXIBLE, FORWARD LOOKING			
All staff shall agree to abide by the philosophy and principles of the Philippines Red Cross, in particular the 7 fundamental principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality.			

Candidate/Position Holder

Immediate Supervisors Name

Print Name, Signature & Date

Print Name, Signature & Date