

Enquiry Manager

RESPONSIBLE TO: Operations Director

LIAISES WITH: Managers, Coordinators, Marketing and other Departments and Team members,

PURPOSE OF POST: The purpose of the role is to convert a high percentage of qualified enquiries in the General Home Care and Dementia Services (includes Live In, Palliative and Reablement services). The role is pivotal in guaranteeing a seamless and positive experience for individuals enquiring into SweetTree Homecare service by being the responsible initial and main point of contact, whilst demonstrating a high level of professionalism, knowledge and empathy. The primary focus is on understanding the unique care requirements of the enquirer and knowledgeably guiding them through the process, demonstrating how SweetTree can more than meet the individual's unique care needs in the best way. Acting as a key contact throughout the entire process and ensuring that all procedures and internal communication regarding new enquiries is managed efficiently and effectively.

PRINCIPLE DUTIES MAY INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING:

- Main responsibility overseeing the Enquiry telephone line, enquiry email inbox and live chat for Home Care & Dementia Services, ensuring any enquiry is answered promptly, politely and respectfully.
- Respond to new client enquiries by understanding their requirements; gathering and researching information; assembling and forwarding information to the relevant parties and verifying customer's understanding of information.
- Responsible for actively and organically upselling SweetTree's Services to private and non-private enquirers, effectively communicating USP's and how SweetTree can help solve problems.
- Ensuring the upkeep, maintenance and continual improvement of the Enquiry process, including ensuring all brochures are sent where applicable and follow up calls are made in a timely manner across the services.
- Responsible for completing relevant administrative tasks and ensuring the internal CRM remains updated.
- Responsible for forwarding, updating, and informing the Care Managers with follow ups to ensure assessments are scheduled promptly and professionally.
- Organise introductions, assessments, and be a touchpoint for ongoing care, including post-sale support.
- Manage the build of the new care package schedules and oversee that suitable carers are designated, who will be available and a good match to support the client, consulting with the manager regarding potential support workers selected for package taking in account client's preferences and requirements.
- Liaise with the relevant support workers when needed, update information on the package and provide all necessary documentation and oversee where needed introduction setup of support workers.
- Oversee and assist in handing over to the respective Care Manager and Key Coordinator for the new care packages.

- Provide post-sales support via follow up calls with new clients and support workers after the first shifts has been completed and suggest any improvements / changes that are necessary
- Liaising with the recruitment team to identify any forthcoming recruitment needs, meeting support workers during Pre-Employment training to identify Support Workers for packages within the pipeline
- Identify the source of the new enquiries and feedback to the care and Operations team and help with any relevant marketing in those areas, including relationship building with third parties.
- Understand the homecare market in relation to competitors, reviewing and understanding the data and report findings to management.
- Shared responsibility for the Enquiry conversion KPI and ensuring the monthly target is met.
- To provide an outstanding service to all enquirers to ensure that SweetTree maintains its reputation as a premium provider of care and to contribute to the overall development of the service and promote a positive image of the clients and SweetTree Home Care Services.
- Any other duties as required

PERSONAL SPECIFICATION

Essential Experience, Skills and Attitudes:

- Essential - Experience in a client focused role, with excellent interpersonal and communication skills, and the ability to communicate with a range of people using a variety of communication methods.
- Essential - A passion for empathetically working with people and for providing high quality support.
- Essential – Excellent organisational skills and an ability to stick to deadlines.
- Essential - A natural proclivity to work and thrive within a team environment.
- Highly Desirable – Previous experience in the care industry, or any other service industry
- Desirable – Previous experience in sales/customer service role
- A 'doer' type attitude that does not shirk away from challenges.
- Above average level of IT literacy in relation to Microsoft Outlook, Word and Excel.

WORKING CONDITIONS: Working hours will be 37.5 weekly. Terms and conditions of employment are as per your employment contract and staff handbook

DRESS CODE: Professional and meeting Health and Safety requirements