# ROLE: Customer Service Representative (CSR)

## PURPOSE

The Customer Service Representatives (CSR's) role is to enthusiastically and consistently deliver on the Pine Centre Mall vision of "providing an exceptional shopping experience through superior customer service offerings". The CSR must ensure every customer interaction is carried out in a professional, courteous and efficient manner.

## REPORTS TO/ACCOUNTABILITY

1. Marketing Director
2. General Manager

## KEY SUCCESS FACTORS

- Friendly and outgoing personality
- A positive attitude and a strong desire to provide excellent customer service
- Effective communication skills
- A professional appearance
- Ability to work in a fast paced environment
- Ability to develop effective working relationships with the Marketing Director, General Manager and other team members (such as maintenance, janitorial and security personnel)
- Ability to perform the majority of the tasks identified under responsibilities and/or the ability to learn them within a reasonable amount of time
- An understanding of basic customer service

## RESPONSIBILITIES

Working closely with the Marketing Director, the Customer Service Representative (CSR) will:

- Maintain a thorough knowledge of the shopping centre’s services, amenities/facilities, stores/locations and promotional activities
- Be fully aware of the centre’s Emergency Organization and Response Procedures and maintain a clear understanding of Customer Services role and areas of responsibility
- Proactively seek opportunities to create memorable customer interactions, assist customers and provide excellent customer service by providing directions, information, answering questions, and performing other centre specific duties as assigned
- Actively promote promotional activities to all customers – in person and on the centre’s PA system
- Develop and maintain strong relationships with retailers and educate them about the centres services and promotional activities
- Conduct all service and administrative functions of the Customer Service Centre, Play Area and tenant in-mall advertising i.e. Gift Card Program, faxing, photocopying, daily tracking/monitoring etc.
- Assist with non-profit bookings, table rentals and promotional events as required
- Assist with weekly Tenant memo’s, creation and distribution
- Maintain an up-to-date tenant Job Posting record at Customer Service, on the mall bulletin board and on the mall website
- Review Centre’s website and social media for timely information and accuracy
- Assist in the development and execution of existing and new Customer Service Programs
- Participate in special projects and assume other duties and responsibilities as assigned
## ROLE: Customer Service Representative (CSR)

### KEY PERFORMANCE INDICATORS
- Positive attitude and strong desire to provide excellent customer service
- Friendly, approachable, proactive and solution focused
- A professional and neat appearance
- Able to effectively communicate with shoppers, retailers, centre Management, service providers and all shopping centre personnel
- Knowledgeable about the shopping centre, its services, amenities and promotional activities
- Able to perform all assigned duties and responsibilities contained within the CSR job description

### QUALIFICATIONS/SKILLS AND EXPERIENCE AND PERSONAL ATTRIBUTES
- High school education
- Post-secondary considered an asset
- Previous customer service experience preferred
- Knowledge and experience with basic business procedures considered an asset
- Basic computer skills with proficiency in MS Excel and working knowledge of Microsoft Office Suite
- Good communication (verbal and written) skills
- Conflict resolution skills
- Strong time management skills with the ability to manage multiple tasks
- Ability to work within a high functioning team in a fast paced environment
- Flexible and able to work weekends, nights and holidays when necessary