

National Agreement for Retail Sales Consultant, Customer Service Consultant and Financial Service Specialist pay progression

The purpose of this agreement is to provide a clear understanding of how to achieve pay progression through the Crown Career path. The principles of which were agreed with CWU as part of the recent pay agreement.

The Career Path assessment criteria for

- Retail Sales Consultants (RSC)
- Customer Service Consultants (CSC)
- Financial Service Specialists (FSS)

is clear and straightforward and based on the principle of developing the right skills and desired levels of customer service by coaching to deliver excellent performance.

All RSC, CSC and FSS will progress their pay through regular performance assessment against the criteria below.

1. Retail Sales Consultants: pay progression from entry level to fully competent level

All new entrant RSC will gain the skills needed to progress to the fully competent level within 6 months.

Competence will be assessed by the line manager by observing interaction with customers at least twice a month. The line manager will hold a coaching discussion and assess performance monthly. Where necessary, further development, such as one to one coaching, will be provided.

Good knowledge of Postshop products

- Develops effective customer relationships through friendly conversational selling
- Works effectively as part of the team
- Plays their part in maintaining a well presented and fully stocked retail area
- Works accurately, conscientiously and efficiently

Works on their own initiative

2. Customer Service Consultants: pay progression from entry level to fully competent level

All new entrant CSC will gain the skills needed to progress to the fully competent level within 6 -12 months.

Competence will be assessed by the line manager at least twice a month who will discuss their performance in each area and where necessary establish and agree development opportunities such as one to one coaching.

Good knowledge of all products

- Develops effective customer relationships through friendly conversational selling
- Regularly closes sales
- Regularly engages customers in public area.
- Proficient on Horizon
- Knowledge of all counter transactions
- Able to balance without support from colleagues

3. Customer Service Consultant: pay progression from fully competent level to advanced level

CSC at the fully competent level will progress to the advanced level within a further 6 -12 months once they have proven their ability to close sales on the majority of products and/or refer customers to FSS or PSS as appropriate.

Additionally there will be a requirement to perform either Meeter/Greeter or Product Champion roles.

Meeter/Greeter

- Approaches and welcomes customers.
- Effectively deals with any self- service area enquiries - Post & Go, ATM, photo booth.
- Directs customers to the relevant service area
- Builds relationships with key business customers
- Occasionally assists the retail team

Product Champion

- Updates colleagues on changes and initiatives for specialist products
- Regularly discusses sales opportunities with the branch management team
- Monitors and reports on specialist product performance within the branch
- Shares knowledge acquired at workshops or sales training with branch colleagues

4. Financial Service Specialist: pay progression from entry level to fully competent level

All new entrant FSS will gain the skills needed to progress to the fully competent level within 6 -12 months.

Competence will be assessed by the line manager at least twice a month who will discuss their performance in each area and where necessary establish and agree development opportunities such as one to one coaching.

Excellent knowledge of all Financial Service products

- Develops effective customer relationships through friendly conversational selling
- Regularly closes sales
- Achieving personal sales target run rate
- Proficient on Horizon
- Knowledge of all counter transactions
- Able to balance with minimum support from colleagues

5. Financial Service Specialist: pay progression from fully competent level to advanced level

FSS at the fully competent level will progress to the advanced level within a further 6 -12 months.

Competence will be assessed by the line manager at least twice a month who will discuss their performance in each area and where necessary establish and agree development opportunities such as one to one coaching.

- Achieving personal sales target run rate
- Updates colleagues on changes and initiatives for Financial Services products
- Regularly discusses sales opportunities with the branch management team
- Monitors and reports on Financial Services product performance within the branch
- Shares knowledge acquired at workshops or sales training with branch colleagues
- Effectively deals with any self- service area enquiries - Post & Go, ATM, photo booth as required
- Directs customers to the relevant service area as required

6. Review

The effectiveness of the agreement will be jointly reviewed as appropriate.

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