

Customer Services Representative

JOB SUMMARY AND SCOPE	
Department:	Sales & Marketing
Location:	Head Office
Reports To:	Head of Sales & Marketing
Salary Band	£25k - £30k
Internal Functional Relationships:	Sales team, Customer Service, Finance, Warehouse Operations & Procurement;
External Relations:	All Customers B2B & B2C

ABOUT US
We are a leading independent veterinary wholesaler dedicated to supplying high-quality pharmaceuticals, equipment, and consumables to veterinary practices throughout Ireland and agricultural merchants in Northern Ireland. Operating within a high-volume, tight-margin wholesale distribution environment, we pride ourselves on exceptional customer service, strong supplier partnerships, and efficient supply chain management. We are continually investing in our people, systems and processes to support sustainable business growth.

MISSION OF THE ROLE
1. To deliver outstanding customer service across both B2B and B2C business channels, ensuring customers receive a professional, efficient, and responsive experience. 2. To support sales growth and customer retention through effective order processing, proactive customer engagement, accurate administration, and collaboration with the sales team. 3. To maintain strong customer relationships while ensuring all customer interactions, activities, and account data are accurately recorded within CRM systems.

MAIN RESPONSIBILITIES AND KPI'S
Order Management & Customer Care • Order Processing: Manage B2B/B2C customer orders, returns, prescription scripts, and invoice queries. • Issue Resolution: Resolve customer complaints professionally, escalating complex issues when necessary. • Service Standards: Maintain communication within agreed service level agreements (SLAs). Sales Support & Relationship Management • Team Assistance: Support sales staff with quotations, promotions, and administrative tasks. • Proactive Engagement: Conduct weekly sales and relationship calls to manage backorders and retain clients. • Lead Generation: Identify market opportunities and route intelligence to designated Sales Representatives. Administration & Data Integrity • CRM Management: Log all interactions, calls, opportunities, and follow-ups within the CRM system. • Data Maintenance: Keep customer account records, contacts, and decision-maker data current. • Repair Coordination: Administrate equipment repairs by liaising between customers, suppliers, and internal teams.

Key Performance Indicators (KPIs)

- **Response Speed:** Meet target Average First Response Time (AFRT).
- **Processing Quality:** Achieve 100% order processing accuracy.
- **Activity Targets:** Complete and log 100% of required weekly relationship calls.
- **Resolution Efficiency:** Meet target timelines for resolving inquiries and complaints.
- **Inventory Service:** Successfully manage backorders with timely customer follow-ups.
- **Customer Happiness:** Meet or exceed target scores on customer satisfaction surveys.

FUNCTIONAL COMPETENCIES

Communication & Service Excellence

- **Customer-Centric:** Excellent customer service and care skills.
- **Communication:** Excellent written and verbal English communication.
- **Confidentiality:** Professional handling of sensitive or private customer information.

Technical & Numerical Aptitude

- **Data Entry:** Strong numeracy, keyboard, and rapid data entry skills.
- **Accuracy:** Exceptionally high level of attention to detail and precision.
- **Software Literacy:** Proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint).
- **Systems Competency:** Competent with ERP/order processing software; quick to learn new systems.

Workflow & Task Management

- **Efficiency:** Excellent organizational, time management, and prioritization skills.
- **Multitasking:** Ability to handle multiple customer enquiries simultaneously under pressure.
- **Collaboration:** Proven ability to work independently and seamlessly within a team.
- **Problem Solving:** Demonstrates a proactive, solution-focused mindset.

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EXPERIENCE & EDUCATION

- **Professional Background:** A minimum of 1 years experience in a dedicated customer service or sales support role
- **Industry Context:** Prior knowledge of the veterinary, pharmaceutical, healthcare, or agricultural industries is highly advantageous.
- **Academic Foundation:** GCSE English Language and Maths at Grade B/6 or above (or equivalent qualification)
- **Interpersonal Success:** Proven track record of strong interpersonal, communication, and relationship-building skills.

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PERSON SPECIFICATION

- Demonstrates the company's core values through their actions and behaviours.
- Maintains a positive, professional attitude and is customer-focused at all times.
- Acts as a role model, promoting teamwork, integrity, and respect.
- Takes ownership, accountability, and responsibility for their actions and outcomes.