
Director of Customer Service

Trail Appliances

Location: Richmond, BC

Family owned and operated since 1974, Trail Appliances is the leading independent appliance retailer in Western Canada with 15 stores in British Columbia, Alberta and Saskatchewan. Today, the company is the market leader excelling in providing unparalleled customer service, expert advice, providing the largest selection in Western Canada, and bringing the most innovative products to market at a competitive price. Trail's prairies stores are separately owned and operated from its BC stores. The British Columbia business has grown significantly and now requires a more seasoned customer service professional to drive its strong customer service culture to new heights and consistency across the whole organization.

Reporting to the President and Executive Vice President for Trail BC, The Director, Customer Service (DCS) is responsible for ensuring that Trail fosters unparalleled customer loyalty through providing exceptional experiences for customers at each touch-point. Working closely with the Senior Leadership Team (SLT), the new DCS will review and improve processes affecting the efficiency and professionalism of sales support procedures, assess and improve the Customer Support Team processes, then analyze current customer experiences and design specific practices to address issues and elevate the service levels provided by Trail. The DCS will assess how various departments including marketing, online/social media, sales (retail and wholesale), administration, delivery and service work together and facilitate solutions with other senior managers striving for and delivering seamless and exceptional customer experiences.

Directly reporting into the DCS will be the GM, Customer Care (Call Centre and Parts & Service), GM, Administration (Customer Support Team and Retail Administration), and Manager, Multi-Family Builder Administration. The DCS will be responsible for the results of these specific departments, including defining and monitoring Key Performance Indicators (KPIs) for each. While strategically driven, the position will also be expected to work closely with front line staff in an "all hands on deck" culture.

The ideal candidate brings a track record of exceptional customer experience program development with at least 5 years' progressively senior experience. Experience developing, managing, and executing customer retention programs and campaigns is a must. Additionally, experience managing a call-center environment in a high-growth field, managing and developing a customer service team and/or developing and monitoring Key Performance Indicators focused on customer experience is preferred. CRM experience is an asset. A degree/diploma in Business or a related field, or an equivalent combination of education, training, and experience is required.

Based in Trail's spectacular new head office in Richmond, BC, this is a tremendous opportunity for a customer experience professional to raise an already high bar to ensure Trail is consistently providing leading class customer service across all aspects of a complex business.

To explore this exciting opportunity further, please contact **Kayne Yen**, **Ashley Dawson** or **Patrick Reynolds** in our **Vancouver** office at **604-685-0261**, or please submit your resume and information to vancouver@boyden.com and state the title of the position in the subject line of your e-mail.