

ROLE DESCRIPTION:
CUSTOMER SERVICE LEAD



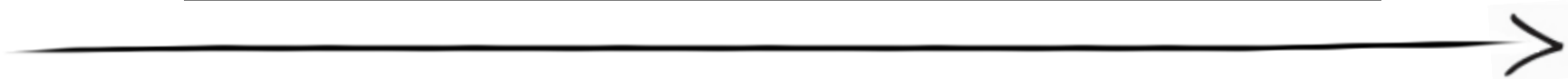
WHAT YOU DO & HOW YOU DO IT

You take ownership, coordinate and manage an overview to perform excellent Customer Service in the most efficient way possible. You support you Centre operation by being an expert in all CS procedures and ensure knowledge in the team through your excellent communication and coordination skills.

You support and inspire your colleagues by being a specialist in communication.

By acting in line with our values and our leadership expectations and being a role model, you contribute to H&M’s business success.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.



The **WHAT** in this role description is about your responsibilities, while the **HOW** is about living our values and using your competences to carry them out.

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WHAT YOU DO

Your responsibilities

<p>Overall responsibility</p>	<ul style="list-style-type: none"> • Plan, drive, execute and follow up your communication activities in a timely and structured manner according to the business objectives. • Collaborative mindset and cross functional way of working. • Build and keep strong relationship with the outsourced partner to identify opportunities and methods to build and continuously improve employees and customer engagement. • Provide support and feedback to all colleagues to ensure all customer needs are meet. • Proactively provides the solution and advice to colleagues. • Proactively search for relevant information and feedback internally and externally. • Supporting the Customer Service Manager and fulfilling the position in his absence.
<p>Operation <i>Work with the centre to ensure excellent and efficient customer service in all channels by following up on the operational performance.</i></p>	<ul style="list-style-type: none"> • Work closely with the outsourced partner to ensure current and new ways of working are optimized in Customer Service. • Ensure that the Local Customer Service contributes to the overall success of Global Customer Service and our business. • Set the standard of excellent Customer Service by benchmarking performance. • Analyses centre performance and follow up accordingly with the relevant stakeholders. • Constantly works and drive to improve the operational performance. • Ensure, follow up and keep up to date with all CS procedures and guidelines. • Inspire employees about fashion, sales and excellent Customer Service and customer experience. • Plan and work towards the goals with the management team.
<p>Communication <i>You communicate effectively with the centre management. Seeks constant improvement for the specific communication channels.</i></p>	<ul style="list-style-type: none"> • Identify the issue that might affect the customer and act on them. • Analysis, questions and communicate the WHY behind the figures and KPIs. • Communicate company goals, information, and expectation to the outsourced partner in a positive way.

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| | <ul style="list-style-type: none">• Optimize and develop constantly use of external communication channels (Phone, Mail, Chat, social media, Rate and reviews, CS pages, Mail communication etc), however always in line with Global direction and guidelines.• Strive to be as clear, proactive, and personalized as possible in external communication to create brand engagement, inspire to buy, provide effortless experience and to contribute to great customer experience. |
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Your **WHAT** combined with your **HOW** = Your contribution to H&M's business success!

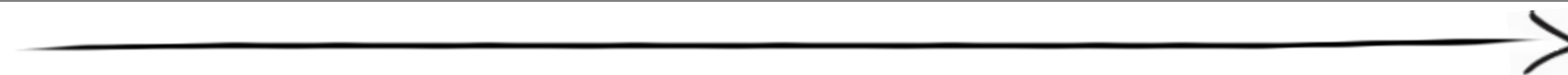
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HOW YOU DO IT

Our Values <i>The spirit that defines our culture and reflects the heart and soul of H&M</i>	Values in action <i>Our values described as behaviours – shared by all H&M colleagues regardless of role</i>	Leadership in action <i>Our Global Leadership Expectations – behaviours shared by all leaders at H&M Group</i>
<ul style="list-style-type: none"> • We are one team • We believe in people • Entrepreneurial spirit • Constant improvement • Cost conscious • Straight forward and open minded • Keep it simple 	<p>TEAM PLAYER</p> <ul style="list-style-type: none"> • Being open minded • Communicating clearly • Enjoying teamwork • Being flexible <p>RESULT DRIVEN</p> <ul style="list-style-type: none"> • Working towards goals • Trying new things • Improving efficiency • Developing yourself <p>BUSINESS MINDED</p> <ul style="list-style-type: none"> • Focusing on customer value • Taking responsible decisions • Seeking opportunities • Seeing the bigger picture 	<ul style="list-style-type: none"> • You act with trust and integrity • You lead by example • You lead with vision • You drive goals forward • You build your team • You communicate in an inspiring way • You develop others • You develop yourself



OUR VALUES are the starting point for how we act. They form a red thread throughout the competences needed in your role.

ROLE DESCRIPTION:



CONTRIBUTION MATRIX

WHAT YOU DO

&

HOW YOU DO IT

Exceptional	Always delivers beyond expectations (+++)	Is a true role model that engages others in our Values (+++)
High	Delivers on expectations and sometimes goes beyond (++)	Acts in line with our Values (++)
In progress	Most often delivers on expectations (+)	Most often acts in line with our Values (+)
Under	Rarely delivers on expectations (–)	Does not act in line with our Values (–)

*The Contribution Matrix is used in the annual Dialogue to support your development. We always assess both dimensions of performance: **WHAT** you do is as important as **HOW** you do it!*

