

# SUPPORTER LIAISON TASK LIST 2012/13

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Evaluate all areas of the "Customer Journey" and recommend, and implement, relevant enhancements - these should be benchmarked against the clubs brand values.

Develop and ensure that good Customer Service practices are at the heart of everything that the club does. This will mean active involvement with every level of the club from Directors to Stewards.

Develop, update, communicate and police the Club's Customer Charter ensuring that staff and supporters are familiar with its content.

Play an active role in the development and implementation of the Club's research panels, Fans Forums, mystery shopping and operational research programmes.

Provide management reports that indicate strengths and weaknesses in the business based on customer satisfaction.

Assist in the implementation of policies affecting supporters as and when required.

Understands and empathise with the needs of both internal clients and fans/supporters of the club worldwide. Network effectively and build long term relationships.

Respond positively to the needs and expectations of others, to bring about an effective outcome and show personal flexibility when seeing other points of view.

Effectively resolve any customer feedback received, liaising with relevant personnel to source the background information where required.

Liaise with Managers and staff to identify on-going requirements and build relationships for the flow of information.

Ensure all staff have thorough knowledge of all customer service issues and products.

Identify the needs of fans focusing on communication and welcoming fans whilst striving to deliver excellent customer service.

Establish and maintain appropriate contact points for supporters with the club.

Ensure information flow, communications and dialogue is maintained between the fans and the club.

Ensure relationships exist with appropriate groups (Supporters, other Liaison officers and the Police etc).

Create and promote the clubs complaint policy and procedure.

Identify ways of improving the matchday experience.

Organise supporter consultation groups.

Be responsible for travel and transport of fans.

Maintain contact with existing supporters clubs, through the Extranet, e-mail, telephone, letter and personal contact.

Arrange Meetings for other Supporters Groups with relevant senior staff.

European away matches involve meeting and greeting supporters/Club partners and being the liaison throughout the stay to ensure a smooth trip. This includes being available at the Airport, checking people onto the coaches at the destination Airport, acting as a host, issuing tickets and looking after the wellbeing of the passengers throughout their trip.

Be proactive as well as reactive to fan feedback and liaise with internal departments to resolve any issues ensuring the club brand and reputation are protected.

Attend all Fan Forum meetings and make sure that any concerns raised by the various groups are discussed by the Forum.

Identify any problems/concerns in the Visitors Section (at our Away Matches), and inform the relevant people here can take action for the next match to be held at that Stadium.

Fully manage the matchday service and fulfilment operation, liaising with the matchday operations team to ensure that the support experience is effectively managed.

Proactively work with the Operations, Planning and Sales team to deliver an optimal and consistent level of service to all supporters.

Create and implement and develop clear policies in relation to service fulfilment.

Continuously benchmark the customer experience presenting ideas and opportunities for change.

Support the development and maintenance of a business culture that embraces change, is service focused and supporter led.

Liaising with SLOs at other PL clubs regarding any match day issues

Attending training sessions / PL SLO meetings

Providing information to the PL about the role for UEFA reporting purposes