

Call Centre Representative



GREAT PEOPLE

- | | |
|--|---|
| PROVIDE
REMARKABLE
SERVICE | EARN
TRUST
& LOYALTY |
| <ul style="list-style-type: none">• WHAT WE DO, WE DO WELL• COMMITMENT IS EVERYTHING• PAY ATTENTION TO DETAIL• LISTEN & CONTINUE TO LEARN | <ul style="list-style-type: none">• OWN IT, TAKE ACTION, FIND THE FIX• DO THE RIGHT THING• SHOW RESPECT AND CONSIDERATION• WE ARE RESPONSIVE |
| WORK AS
ONE TEAM | IMPROVE
OUR
COMMUNITIES |
| <ul style="list-style-type: none">• EVERYONE'S JOB MATTERS• WORK SMART, WORK EFFICIENTLY• CELEBRATE ACHIEVEMENT• SUPPORT AND HELP EACH OTHER | <ul style="list-style-type: none">• PAY IT FORWARD• GET INVOLVED• MAKE A DIFFERENCE |

our values

At Niagara Casinos, our values guide everything that we do. We work together as one team to provide remarkable service, earn trust and loyalty by doing the right thing and improve our communities by making a difference.



Overview of the Job

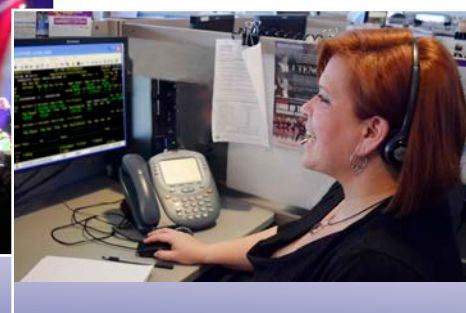
What's involved in a Call Centre Representative's job?

Our call centre representatives are responsible for answering or re-directing all incoming telephone calls to the Casinos from a wide variety of sources such as gaming patrons, tourists, hotel guests or associates. The call centre representative must be prepared to respond to inquiries, make sound business decisions using the Niagara Casinos Complimentary Policy, provide exceptional customer service while handling and resolving customer concerns. The call centre representative provides callers with information on all activities relating to the Fallsview Casino Resort, Casino Niagara, and the Niagara Region. They provide directions, book reservations for the 374 room hotel, tournaments and events, theatre, dining, off site hotel rooms, handle cancellations and identify and escalate priority issues when necessary.

Our marketing initiatives generate approximately 65,000 in bound calls per month. Your ability to answer every telephone call in a prompt, friendly and professional manner is imperative. During the course of a routine call, you will access many software systems and programs such as: ACSC, LMS, MICROS, Showgate, ARTS, AVATAR, ACD System, CCE and Desktop Workbook. Your familiarity with multiple programs and systems is also an important asset.

At other times, you will make outbound telemarketing calls; the team completes approximately 20,000 calls per month. Your excellent verbal communication skills will ensure that you are able to complete these calls within established guidelines and standards. This role requires individuals who can use good judgement and common sense to make sound decisions after considering all the relevant facts.

You will attend a pre-shift meeting at the beginning of each day. Your supervisor will update you on current events, promotions, departmental announcements or changes to policies, programs and any other information that you will need to be successful during your shift. This position requires a gaming license as prescribed by the AGCO. For further details on this process please visit their website at www.agco.on.ca



The Marketing Department

The marketing department is a large division in Niagara Casinos, with seven directors who are accountable for entertainment and events programs, entertainment and events production, communications, casino sales, VIP player services, marketing services, and data base marketing. The entire team is led by the vice president of marketing. Communications and the two entertainment divisions report directly to the vice president of marketing; casino sales, VIP player services, marketing services and data base marketing report to the executive director of marketing operations. There are managers and supervisors in all of the departments except communications.

The VIP Player Services Team

The director of VIP player services oversees three distinct teams, the call centre, international marketing and VIP player services. All three teams work in partnership to provide superior customer service and ensure a flawless experience for all patrons.

The Call Centre Team

The call centre is an integral sub unit of the VIP player services department. The team consists of a manager, supervisors, and call centre representatives. Call centre representatives report to the call centre supervisors. According to our call centre representatives, the amount of supervision you can expect is...

"Moderate, supervisors are always on duty and available if you require assistance. We are empowered to make certain decisions without supervisor approval."

Your supervisors will conduct periodic monitoring of your calls. This is to ensure that you are completing your job in conjunction with our standards, and to ensure help is available if you require assistance.

Locations and Shift Length

Where are some of the locations I will work? What is the length of my shifts?

Call centre representatives work at Fallsview Casino Resort only. They are scheduled for 8 hour shifts that include 2-30 minute breaks. Full time associates have a set shift and days off, part time and contract associates are scheduled to fill gaps in the schedule, they often work different shifts in one week or have split days off. Niagara Casinos operate 24 hours a day, year-round and call centre representative coverage is required at all times. It is important to remember that public holidays such as Thanksgiving, Christmas and New Year's Day are occasions when people typically spend time with their families, however, our business operates on these days and you will be required to work. The requirement to work holidays, weekends or midnights with less desirable days off will happen for many years. These are facts that you should consider prior to applying for the position.

Training

What type of training will I receive as a new Call Centre Representative?

All new associates serve a 90-day probationary period beginning with your first day of work. The following types of training are provided to orient you to the company and your position.

•New Hire Orientation:

A comprehensive day of guided training that familiarizes you with Niagara Casinos' policies and procedures, health and safety, regulatory compliance and customer service expectations.

•Department Orientation:

This intensive 15-day training program covers specific information regarding your department's policies and procedures, job expectations, hands on training with all software systems and includes a property tour. It also focuses on Niagara Complimentary Policies, player analysis and decision making process. You will also receive 4 hours of Marketing Compliance training which details the specific regulations you must adhere to when working in this position.

•Job Shadowing:

This on-the-job training ensures that you are able to fulfill the requirements of the role. You will work alongside another call centre representative and "job shadow" him/her in the role. This type of training provides you with a complete picture of your department's daily activities during all three shifts.

•Final Assessment:

Your performance will be assessed. If you are unsuccessful, a member of the supervisory team will identify your specific areas for improvement. You will be provided with assistance to help you achieve the expected performance levels and behaviours. If you successfully pass the assessment you will be assigned scheduled shifts. It is important to ask for help if required during your training period and ask questions if you require clarification.

Quotes From Our Call Centre Representatives

The following quotes are intended to provide you with insight and information regarding the job, the working environment and the positive and negative aspects of the role. We believe in providing clear and transparent information about our jobs to help candidates understand what the role entails. It is essential that you have a full understanding of the role prior to deciding whether to apply.

What Can I Expect on a Daily Basis?

"Fast-paced environment; multitask while on the phone, using our computer systems

(e.g. ACSC, Avatar, MS Word, MS Outlook, MS Excel) all at the same time"

"Answer customer inquiries on booking reservations for hotels, Avalon Theatre, all the restaurants, Hilton, special events, tournaments, promotions, cancellations, directions to the Casinos, etc."

"Know how and where to find accurate information quickly"

"Re-direct calls to other departments or individuals"

"Provide customers with a positive experience and still say No"

"To have calls monitored on a regular basis"

The APPEALING Aspects of the Job

"We speak to a variety of people and cultures"

"Flexible shift switches with co-workers; they are great to work with"

"Not on your feet all day, we are not located on the gaming floor"

"Being able to give a patron a great trip"

"Great management team who supports our team as a whole and provides an open door policy"

The UNAPPEALING Aspects of the Job

"Sitting for long periods of time; repetitiveness of some tasks, confirmations and mail outs"

"Cranky dispositions of some patrons; not always able to provide they want"

"Telemarketing"

"Working weekends, and holidays"

Do You have what it takes to be a Great Call Centre Associate?

Do I...

- Provide remarkable service?
- Earn trust and loyalty?
- Work as one team?
- Improve our community?

Can I...

- Be flexible to daily and sometimes hourly changes to procedures?
- Work in a highly regulated environment and adhere to rules and regulations?
- Complete repetitive tasks of similar nature on a daily basis?
- Multi task e.g. accessing 5-6 systems, looking at 2 computer monitors, sometimes with several people on the phone at the same time?
- Sit for long periods of time?
- Remember promotions, qualifying conditions, rules and changes?
- Work independently?
- Make decisions and be confident of the decision I have made?

Will I...

- Be able to smile, be friendly and provide excellent service at all times?
- Listen very carefully to the caller to determine exactly what is required?
- Be willing to work weekends, all shifts and holidays?
- Pay attention to detail and maintain accurate documentation?
- Tactfully handle situations with people who may have language barriers?
- Know what all the options are that are available for our guests?
- Recover quickly from one phone call to the next?
- Maintain professionalism under stressful situations?

Am I...

- Outgoing, fun with a positive outlook and attitude?
- Able to think through all aspects of what we can offer to the customer?
- Able to connect with every patron I am speaking to?
- Able to work under pressure during high volume periods?
- Able to communicate effectively without the use of body language or facial expressions?
- An expert at data entry and using computer programs?

