TERMS OF REFERENCE – CALL CENTRE REPRESENTATIVE

Date: 15th November 2026

1. POST DETAILS

Post:	Call Centre Representative
Contract Duration:	Permanent, initial contract shall be for a period of 1 (one) year.
Department:	Customer Experience Department
Division:	Sales and Marketing

2. REPORTING RELATIONSHIPS

The Call Centre Representative will report to the **Customer Experience Manager** and will work closely with the call center team to ensure excellent customer engagement and satisfaction.

3. OVERALL RESPONSIBILITIES

The Call Centre Representative is responsible for handling incoming and outgoing customer calls, addressing inquiries, resolving issues, and promoting company products and services. The representative plays a critical role in creating positive customer experiences and achieving sales targets.

4. SCOPE OF WORK

1. **Handle Incoming Calls**

- Answer incoming calls promptly and efficiently within 3 rings
- Handle customer complaints and provide appropriate solutions and alternatives using thorough product and service knowledge
- Follow communication procedures, guidelines, and policies
- Log customer feedback and suggestions to Netram or relevant software
- Collaborate with the Manager daily on unresolved customer queries or complaints

2. **Handle Outgoing Calls**

- Return all abandoned calls each day
- Make reminder calls for scheduled appointments
- Make reminder calls for undelivered spectacle orders

3. **Schedule Appointments**

- Accommodate and manage incoming appointment requests
- Check availability of appointments
- Explain pre-payment and rescheduling policy
- Send pre-payment link

- Confirm receipt of payments via BML gateway
- Confirm appointment once payment is received

4. Spectacle Follow-up Calls

- Conduct follow-up calls for delivered spectacle orders
- Record customer feedback from follow-up interactions
- Send daily operation reports to the Manager

5. Handle Multi-media Queries

- Manage daily inquiries via email, chat, and social media
- Collaborate with the Manager on any unresolved issues

6. Pre-payment Sales Report

- Prepare and share daily sales reports with the Finance Department

5. QUALIFICATIONS AND EXPERIENCE

- Minimum of 3 A-Level passes including English, Dhivehi & Mathematics
- Minimum 1 year of experience in the customer service field

OR

- Minimum of 3 O- Level passes, including English, Dhivehi, and Mathematics
- Minimum 2 years of work experience in the customer service field

6. DESIRED SKILLS AND COMPETENCIES

- Excellent verbal and written communication skills, with the ability to interact professionally with customers.
- Strong customer service orientation, with the ability to handle inquiries and complaints calmly and effectively.
- Ability to analyze customer issues and provide solutions or escalate appropriately.
- Capability to handle multiple calls, tasks, and inquiries efficiently while meeting deadlines.
- Willingness to work with cross-functional teams, including sales, marketing, and customer experience departments.
- Ability to accurately log customer interactions and maintain updated records.
- Ability to stay positive and maintain performance in a fast-paced environment with high call volumes.
- Proficiency in using CRM software, telephone systems, and other office productivity tools like Microsoft Office.
- Maintain a polite and professional attitude towards customers, adhering to company policies and procedures.

7. WE OFFER

- Competitive salary of MVR 9,500 to 13,500, based on qualifications and experience
- Attractive monthly incentive ranging from MVR 1,500 up to MVR 3,000, subject to KPI achievement
- Comprehensive health insurance coverage
- Overtime payment for extra hours worked, ensuring your effort is always rewarded
- 30 days paid Annual Leave
- Annual return ticket to your home island (for staff residing outside Malé')
- Continuous professional development with access to online learning opportunities
- Supportive, growth-focused work environment with clear career progression
- A rewarding Annual bonus that reflects your commitment and impact