

## Customer Liaison Officer (CLO)

<b>Department</b>	Sales & Customer Retention
<b>Reporting To</b>	Head of sales & Head of partnerships
<b>Location</b>	Dublin & Kildare — field-based
<b>Contract Type</b>	Permanent, Full-Time

### Role Overview

The Customer Liaison Officer is a frontline retention role created to directly reduce customer churn at Greyhound Recycling. The CLO acts as Greyhound's eyes and ears in the field — visiting high-churn areas, engaging at-risk customers directly, distributing partner offer postcards, monitoring competitor activity, and feeding real-time intelligence back to the sales and retention teams.

This is not an administrative role. It is a commercially driven, target-bearing position with a direct impact on Greyhound's monthly revenue line.

### Key Responsibilities

#### Field-Based Customer Retention

- The CLO will spend the majority of their time in the field, visiting postcodes and streets with elevated churn rates. This is proactive, not reactive.
- Conduct regular field visits to high-churn postcodes: D24, K78, D6, D8, D17, D22, D12.
- Doorstep engagement with at-risk customers flagged on the PSI daily worklist.
- Respond to ghost churn signals — visit customers showing zero-contact cancellation behaviour before they lapse.
- Carry and distribute partner offer postcards (Yuno Energy, Vodafone) exclusively for current Greyhound customers.
- Handle objections on price, service, and competitor offers in real time — equipped with approved rebuttals and retention offers.
- Process on-the-spot retention saves — record in CRM same day.

#### New Build Site Visits & Business Win Follow-Up

When Greyhound wins a new commercial or residential development contract, the CLO is the first point of contact with new residents and site operators. This is a proactive acquisition and early-retention function.

- Visit new build sites within 2 weeks of Greyhound service going live.
- Meet with site management, building managers, and estate agents to confirm service arrangements.

- Introduce Greyhound's service to new residents — welcome packs, collection schedules, contamination guidelines.
- Identify and flag any service or access issues before they generate complaints.
- Capture new resident contact details (opt-in) for onboarding communications.
- Build relationships with letting agents and landlords in new developments for ongoing referrals.
- Report back: any service gaps, access issues, or competitor presence on site.

### **Competitor Intelligence**

- Monitor competitor door-to-door activity in real time.
- Record competitor pricing, offers, and sales tactics encountered in the field.
- Report any competitor campaigns targeting Greyhound postcodes — trigger immediate retention response.
- Document new competitor build contracts or tender wins.
- Feed intelligence to Sales Manager weekly — update the Competitor Pricing Report.

### **Aged Debt & Service Recovery**

- Work from the aged debt worklist (5,083 flagged accounts) — engage customers with outstanding balances before they escalate to write-off.
- Negotiate and agree payment arrangements where appropriate — in conjunction with Finance.
- Visit customers with open service complaints that are at churn risk — deliver resolution in person.
- Escalate unresolved service issues directly to the relevant operations team.

### **Partner Offer Distribution**

- Carry and distribute physical postcards at every doorstep visit.
- Explain partner offers clearly and compliantly — “current Greyhound customers only.”
- Record distribution per visit in daily log — capture uptake by area.
- Monthly report to Marketing on postcard uptake and offer redemption rates.

### **Reporting & KPI's**

- Maintain accurate daily CRM records and activity reporting, including customer visits, retention outcomes, customer interactions, service issues and promotional activity.
- Produce weekly performance reports summarising retention results, customer feedback, competitor activity, aged debt engagement, service escalations and emerging market trends.
- Prepare monthly management reports outlining performance against retention targets, revenue retained, competitor intelligence, customer engagement activity and recommendations for future focus areas.

- Monitor and analyse customer churn drivers, competitor activity and service trends, providing actionable insights to support retention and business performance.
- Achieve agreed retention, customer engagement and reporting KPIs while ensuring all reporting is completed accurately and within required deadlines.
- The CLO role is a target-bearing commercial position. Performance will be reviewed monthly against the following KPIs