

Position Description

Vacancy Title: **Manager Customer Retention & Experience**

Location: **Suva, Fiji Island**

Reports To: **None**

Objective

The Manager Customer Retention and Experience is responsible for the end-to-end design, governance, performance, and continuous improvement of Asco Motors Fiji's customer retention and experience system across all brands, business units, and customer segments. The role's core objective is to protect and grow customer lifetime value by strengthening loyalty, trust, and advocacy, while ensuring customer outcomes are delivered in a safe, compliant, ethical, and data-secure manner aligned with governance standards. Acting as a system owner rather than a campaign manager, the position translates Voice of Customer (VOC) insights into enterprise-wide operational and behavioral improvements, enabling service-led retention and win-back strategies, safeguarding brand reputation and OEM credibility, and driving sustainable profitability. Ultimately, this role is a critical enabler of Vision 2030 and OneAsco outcomes, ensuring that customer experience remains a strategic pillar of long-term success. The role reports to the National Manager Customer Services.

Outcomes

Organisational Stakeholders

1. Financial Performance and Cost Optimisation Achieved

- Annual budgets for customer retention and experience developed and managed in alignment with strategic objectives.
- Measurable return on investment delivered through initiatives supported by approved business cases.
- Strict adherence to procurement policy and delegated authority limits maintained across all retention and experience initiatives.
- Expenditure monitored, variances analysed, and accurate financial reports submitted on a monthly, quarterly, and annual basis.
- Cost-to-serve optimised without degradation of customer experience quality.
- Monthly, quarterly, and annual customer experience, retention, and ROI performance reports prepared and presented to leadership.

2. Robust Governance and Process Excellence Strengthened

- Enterprise-wide customer retention system governed to eliminate lifecycle leakage and improve structured retention outcomes.
- Customer retention and experience processes designed, documented, and continuously improved to enhance operational efficiency.
- Compliance with company policies, regulatory obligations ensured across all customer-related processes.
- Governance controls for loyalty programs, incentives, gifts, and engagement campaigns established and enforced.
- Process KPIs monitored, systemic weaknesses identified, and corrective actions implemented through structured problem solving.
- Customer journey mapping led and systemic root causes eliminated to strengthen end-to-end process reliability.
- Practices benchmarked against Toyota and global distributor standards to ensure best-in-class alignment.

3. Customer Retention and Brand Experience Enhanced

- End-to-end customer journey governed across all channels and touchpoints to ensure seamless experiences.
- Service-led retention strategy executed and customer lifecycle leakage reduced.
- VOC, NPS, CSAT, churn, and win-back data analysed and actionable insights converted into targeted retention initiatives.
- Structured retention, relationship-building, and win-back strategies implemented to strengthen long-term customer value.
- Consistent, brand-aligned customer experiences delivered across all branches and locations.
- Loyalty programs and customer engagement initiatives governed to improve participation and brand advocacy.
- Escalated and high-risk complaints personally overseen to ensure timely trust recovery and reputational protection.
- Online and social media customer interactions governed to safeguard brand reputation.

4. Data Integrity, Risk Management and Compliance Reinforced

- Customer-related reputational, conduct, data, and systemic risks identified, assessed, and actively managed.
- Zero tolerance for data privacy breaches enforced through strict data governance controls.
- CRM, VOC, and digital engagement processes aligned with data accuracy and cybersecurity standards.
- Customer data integrity maintained in line with internal policy and cyber requirements.
- Material risks, adverse trends, and control failures escalated promptly to executive leadership.
- Audit, risk, and compliance reviews supported through documented evidence and process transparency.

5. Capability Development and Customer-Centric Culture Embedded

- High-capability customer experience team developed through structured coaching and performance development initiatives.
- Customer-centric mindset embedded across branches in alignment with OneAsco values.
- Capability gaps identified and structured development plans implemented to strengthen service delivery standards.
- Succession plans supported for critical customer service roles to ensure leadership continuity.
- Cross-functional learning promoted through VOC insights and disciplined problem-solving frameworks.

Responsibilities - Key Competencies

Competence	Description
Business	
Business Performance	Manage the performance of the organisation.
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Information Analysis	Make informed decisions by collecting and interpreting data and information
Customer	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Commercial Focus	Optimize the commercial viability of the organisation.
Relationship Building	Build beneficial relationships with suppliers and stakeholders.
Quality Focus	Deliver quality.
People	
Leadership	Utilise a leadership position to influence people and events and to increase performance.
Problem Solving	Develop practical solutions to a situation.
Negotiation	Reach agreement through discussion and compromise.
Learning	Develop the competencies of self and others to enhance performance.
Self-Management	Manage your priorities and objectives efficiently and effectively
Professional	
Compliance	Comply with relevant laws and the policies and procedures of the organisation.
Financial Application	Apply financial principles and practices.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree	Business, Marketing	or a related field.

Work Knowledge and Experience

- Minimum 5 years' experience in customer experience, retention or service leadership
- Solid knowledge of governance frameworks, regulatory compliance requirements, procurement controls, and risk management practices within customer operations.
- Experience in leading high-performing customer experience teams, embedding customer-centric culture, and implementing structured capability development and succession planning programs.
- Strong financial acumen with demonstrated experience in budget management
- Extensive experience in designing and leading enterprise-wide customer retention and experience strategies across multi-branch or multi-channel environments.

Requirements

Other Required Requirements

No other required items found.

Interactions

Type	Interaction	Comments
Internal		
	All departments..	
External		
	Customers	
	External Service Providers	
	Manufacturer Representatives	

Attributes

Behavioural Styles

- Achiever: Puts in effort to achieve a desired result or goal and is motivated by this end and the overall accomplishment.
- Enthusiastic: Shows high levels of excitement and interest, and expresses positive feelings.
- Resilient: Cope positively with stress and catastrophe. Bounces back from setbacks, mistakes or misfortunes.

Interpersonal Styles

- Objective Impartial and honest in dealings with others, eliminating own feelings and view to reach a balanced judgement.
- Perceptive Shows keen insight and understanding of issues or situations.
- Team Oriented Enjoys being with others as part of a group or team.

Thinking Styles

- Disciplined/Systematic Is controlled in conduct, shows an orderly pattern of behaviour, following a methodical and thorough approach.
- Flexible/Adaptable Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions.
- Holistic thinker Considers issues/situations as a whole rather than analysing or dissecting the parts.
- Numerate Shows abilities in quantitative thought and expression.

How To Apply

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Contact for Enquiries

Contact Name: Elizabeth Cama

Contact Email: elizabeth@maxumise.com

Further Contact Information: Maxumise Office Ph: 3303137 | 7733137

Closing Date: 28 Mar 2026