

Position description



Title Head of Customer Service	Reports to Chief Retail Officer
Division Retail	Department Customer Service
Location Auckland	Last updated June 2026

Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hāpori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

Role purpose / Kaupapa mahi

The Head of Customer Service is responsible for leading the customer service function and championing the retailer and player experience whenever they engage with the Lotto NZ contact centre.

The role will set a vision, strategy and plans for the customer service function, in pursuit of continually optimising the performance and service delivery to retailers and players, in alignment with Lotto NZ's broader strategic direction and objectives.

The Head of Customer Service will lead a large multi-skilled team comprising inhouse and external resources, creating the culture and environment that enables the team to meet performance targets and deliver consistently high levels of customer service at all times. This will require the effective and efficient utilisation of resources, including external partners. The role must identify and drive improvement and development opportunities.

Lotto NZ has an ambitious pipeline of enterprise initiatives. The Head of Customer Service will need to understand the impacts of enterprise initiatives to customers, retailers and the customer service function, and to design and plan operational models and processes accordingly.

As a Senior Leader within Lotto NZ, the Head of Customer Service is also required to engage proactively with internal business stakeholders, other senior leaders and external suppliers. The establishment of strong effective relationships is key.

What you will focus on / Ngā mea hei arotahi māu

Customer service

- Lead and maintain a high-performing Customer Service function that consistently delivers against service, productivity and resourcing targets across all channels.
 - Ensure a high-quality, seamless omni-channel customer experience that reflects Lotto NZ's brand, values and service standards.
 - Build and sustain a culture of customer service excellence, with clear performance expectations and accountability for service quality, efficiency, retention and financial performance.
 - Embed quality assurance practices that strengthen service delivery, support continuous improvement and improve customer outcomes.
 - Ensure Customer Service operations consistently meet regulatory requirements, harm minimisation obligations and internal service standards.
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Strategy

- Set the strategic direction and roadmap for Customer Service, ensuring future-fit platforms, channels and capabilities that improve customer and business outcomes.
 - Shape the customer care approach in line with business priorities and customer needs, balancing revenue opportunities, harm minimisation, cost to serve and customer satisfaction.
 - Translate business priorities into clear Customer Service strategies and plans that balance customer experience, cost, risk and operational performance.
 - Ensure the Customer Service function is positioned to enable and support wider business priorities and strategic initiatives.
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Contact centre transformation

- Deliver a fit-for-purpose contact centre operating model that optimises service performance, scalability and cost effectiveness.
 - Drive the adoption of system capabilities and relevant technologies/services that improve customer experience, increase self-service capability and enhance team efficiency.
 - Influence cross-functional and vendor decisions to ensure technology investments support the Customer Service strategy and transformation agenda.
 - Continuously evolve the service model to improve customer satisfaction, quality, productivity and commercial sustainability.
 - Build and maintain a scalable, efficient service environment that seeks to reduce transaction costs, improve quality and enable excellent internal and external customer outcomes.
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- Design and implement relevant customer support models in response to change driven via large scale enterprise initiatives.
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Stakeholder engagement

- Build strong stakeholder partnerships that ensure Customer Service delivery aligns with business needs and creates value for customers and the organisation.
 - Contribute Customer Service and contact centre expertise to cross-functional initiatives, ensuring changes are practical, customer-centred and successfully embedded.
 - Maintain clear, credible and proactive communication with stakeholders to support alignment, informed decision-making and confidence in service delivery.
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Innovation & change

- Use service insights, customer research, feedback and performance data to proactively identify opportunities, address emerging issues and improve customer outcomes.
 - Effectively manage escalated complaints and ensure complaints and customer feedback are translated into meaningful improvements that strengthen service quality and customer trust.
 - Lead continuous improvement initiatives that enhance customer experience, strengthen team capability and improve operational effectiveness.
 - Drive innovation and change that equips the team with the tools, processes and capability to deliver high-quality, value-adding services.
 - Identify opportunities and champion initiatives to leverage available technology capabilities that can positively impact customer experiences and/or the operations of the customer service function.
 - Identify and implement improvements to service standards, systems, processes and procedures that improve efficiency, effectiveness and customer outcomes.
 - Lead change effectively so that new ways of working are understood, adopted and embedded across the team and supported by key stakeholders.
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People management

- Develop individuals, set SMART goals, and manage performance against key objectives.
 - Through proactive leadership, lead an engaged and high performing team including ensuring they have the understanding, skill, capability, and commitment necessary to achieve excellence.
 - Develop and implement practices to ensure positive team morale and encourage staff to stretch themselves.
 - Be an effective leader and coach.
 - Manage performance and behaviours consistent with the company culture.
 - Celebrate successes, manage shortfalls and failures.
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Other

- Any other duties as reasonably required by your manager or other key stakeholders.
 - Ensure all company policies, procedures and guidelines are followed and adhered to.
 - Take an active role in promoting and ensuring a safe and healthy workplace at Lotto NZ for yourself and others.
 - Lotto NZ's purpose is to provide safe games that allow New Zealanders to play and win while contributing money back to New Zealand communities: Ensure that minimising the potential for harm from our games is a key consideration in all day-to-day activities and
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decision making, through adhering to all Lotto NZ responsible gambling processes and policies.

- Ensure the Lotto NZ Health and Safety policy is adhered to (including procedures in the Health and Safety Manual) and hazards, incidents and near misses are reported in the Health and Safety system in a timely manner.
 - Comply with all Lotto NZ security policies and instructions, complete all required security awareness training and report any security incidents or concerns in a timely manner.
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Your skills and experience / Ō pukenga me ō wheako

Technical skills

- Strong understanding of customer service operations across voice, digital and omni-channel environments.
 - Demonstrated expertise in contact centre performance management, including service levels, quality assurance, workforce planning, productivity and customer satisfaction measures.
 - Experience developing customer service technology strategy and roadmaps, strong understanding of technologies and platforms, including CRM systems, contact centre platforms, workflow tools and digital/self-service solutions.
 - Preferred knowledge and experience using the Amazon Connect platform.
 - Experience leading technology-enabled service transformation, including implementation or optimisation of self-service, automation, chatbot, IVR and digital service channels.
 - Ability to lead vendor and partner relationships in relation to customer service systems and outsourced or hybrid service models.
 - Ability to effectively communicate across a broad range of people.
 - Strong problem solving, analytical and decision-making skills.
 - The ability to accurately scope out the length and difficulty of tasks, and set objectives and goals, adjusting for problems and roadblocks.
 - Ability to use customer insights, service data and performance metrics to identify trends, solve problems and drive continuous improvement.
 - Sound commercial and financial acumen, including budgeting, forecasting, resource planning and cost-to-serve optimisation.
 - Strong process improvement capability, with experience reviewing and redesigning service models, systems and workflows to improve efficiency and customer outcomes.
 - Strong written and verbal communication skills, with the ability to influence stakeholders and translate operational insights into strategic recommendations.
 - Sound understanding of risk, compliance and regulatory requirements relevant to customer service environments, including quality, privacy and harm minimisation obligations.
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Experience

- 8 - 10 years relevant experience in managing a multi-channel contact centre team in a dynamic / fast paced environment.
- Significant senior leadership experience in customer service, contact centre, customer operations or related service delivery environments.
- Demonstrated experience leading large, multi-channel customer service teams and delivering strong performance across customer, people and commercial measures.
- Proven experience developing and implementing customer service strategies that improve service quality, efficiency, customer satisfaction and business outcomes.
- Experience leading operational improvement and/or contact centre transformation initiatives, including service model, process, system or channel improvements.
- Demonstrated success in using customer insights and operational data to drive decision-making, prioritise improvements and deliver measurable outcomes.
- Demonstrated ability to display the highest standards of customer service.
- Experience working cross-functionally with senior stakeholders to align customer service delivery with wider business priorities.
- Proven experience leading and developing leaders, building team capability and fostering a high-performance, customer-centric culture.
- Experience operating in regulated, high-volume or service-critical environments would be advantageous.

Qualifications

- A relevant tertiary qualification in business, commerce, management or a related field is preferred.
- Formal training or certification in advanced-level leadership or continuous improvement would be advantageous.

Authorities / Te mana o te tūranga

People responsibilities:

- 5 direct / 24 indirect

Signature authority of:

- as per DoA
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