

Job title: Customer Services Advisor (CRM-Registration)

Grade: Scale 4

Job Description

Job Purpose
<ul style="list-style-type: none">• To provide a frontline customer service via telephone and occasionally other access channels through the Corporate Contact Centre.
Major Tasks
<ul style="list-style-type: none">• Deliver a professional, efficient and effective range of customer service duties, through various channels, primarily via the telephone.• Represent the authority either via telephone or face-to-face, covering at our Reception areas, managing our customer's experience, and embracing and delivering channel shift.• Respond to a diverse range of enquiries and routine requests for services, resolving customer requests at first point of contact wherever possible, including using our systems (e.g. CRM) to update customer records and ensure correct information is relayed to relevant departments.• Become an expert in particular skill groups whilst maintaining a peripheral overview of all council services in order to provide an excellent customer experience.• Use knowledge and skills to signpost customers and visitors to the appropriate person, place or service.• Be aware of, contribute to and maintain the KPIs for the team ensuring performance is within targets set.• Ensure quality standards are met at all times.• Be aware of and adhere to any legislation in relation to our service areas, particularly confidentiality.• Monitor personal performance to ensure targets are met, managing skill sets and time accordingly.• Ensure training in processes and procedures is up to date, requesting further training to reduce gaps where necessary and taking responsibility for personal development.• Undertake any administrative duties that are relevant to Customer Service and all of its functions.• Work a flexible working pattern that meets the requirements of the customer and the authority.• Cover any of the Corporate Contact Centre responsibility areas (e.g. Receptions, emails, web chat, social media) as and when required.• Take payments following relevant procedures and processes, updating appropriate systems and completing any administration work associated with this function.• The post holder will be required to work, within their contracted hours, between 8am and 8pm Monday to Sunday.• The post holder will be required to participate in the Council's response to the activation of the Emergency Plan under the Civil Contingencies Act. This includes the council's response to adverse weather, for example flooding and storms• As part of the post holder's career development and to aid succession planning, the post holder may be required occasionally to undertake the duties of the Senior Customer Services Advisor (DPM).

Contacts and Relationships

- The post holder will be in constant contact with the borough's customers by providing advice and guidance.
- The post holder will have constant contact with callers and visitors to the council.
- The post holder will on a day-to-day basis communicate and work with a Senior Customer Services Advisor (DPM), Contact Centre Team Leader and Corporate Contact Centre Group Manager.
- There will be contact with all levels of staff from all the areas of the authority.
- The post holder will also have regular contact with voluntary agencies and other partners.
- The post holder may have occasional contact with Elected Members, which may involve assisting them with their queries or those on behalf of their ward constituents.

Creativity

- The need to work on your own initiative within the framework of the role and service.
- Be able to use good questioning skills to ascertain a problem and offer appropriate advice.
- Be able to communicate articulately and relay information concisely and accurately.
- Have the ability to work accurately, often under pressure.

Decisions

- The post holder will make decisions about matters relating to established policy and how best to deal with an enquiry or routine request for service from a customer.
- Make recommendations for improvement to operational procedures where necessary.

Management and Supervision

- The post holder has no permanent direct or indirect supervisory responsibility but instructs and exercises general supervision over any trainees and temporary or agency staff that are allocated to the contact centre and its areas of responsibility.

Supervision Received

- The post holder is directly responsible to the Contact Centre Team Leader.
- The nature of the duties entails that there is a high degree of independence when dealing with telephone calls and personal callers in the first instance, and when directing these callers to the appropriate service or officer.
- The post holder will work within existing policies, procedures and guidelines, as set out by the Customer Services management team.

Complexity

- The post holder requires a broad knowledge of the functions of the authority, including the responsibilities of other public authorities in order to direct telephone and personal callers to the appropriate service, officer or a different organisation.
- The post holder requires a broad knowledge of the services that are provided by Customer Services to ensure that requests for service are dealt with appropriately within existing policies and procedures.
- The post holder will be required to have strong and natural customer care and communication skills in order to deal with the diversity of customers that need to conduct business with the Council.
- Telephone handling in the contact centre will require skills to deal with customer calls both efficiently and effectively. The post holder also requires concentration and alertness when dealing with both telephone callers and personal callers.
- The post holder will need to be multi-skilled and flexible in order to move between the contact centre and its areas of responsibility, sometimes at short notice.

- The unpredictable frequency and varied nature of telephone and personal callers may mean the post holder experiences pressures at certain times of the day and must be able to accommodate other duties within the daily routine but still be able to deal with a range and volume of work both quickly and accurately.
- The post holder is required to possess a pleasant personality and professional demeanour. As the first point of contact between the authority and customers, qualities of problem solving and high customer focus are required when assisting with enquiries. In addition, the post holder must at all times be polite and courteous when dealing with members of the public. Some of these customers, due to their individual needs and circumstances, can be challenging.

Resources

- Thorough knowledge of the Civica payment system is required to enable daily customer payments to be made and be traceable for financial records. The post holder takes card payment details over the phone and occasionally handles cheques when they are sent as payment.
- The post holder processes personal and sensitive information.
- The post holder has to be capable of using computers and web-based systems, including diaries, telephones, printers, photocopiers and shredder machines.
- Responsible for processing “Personal Sensitive Information” as part of the Housing Benefit and Council Tax Support claim process in line with the Data Protection Act and other appropriate legislation.
- Responsible for evacuating members of the public during fire alarms.

Impact

- The provision of front line customer services to the borough’s residents via phone, face-to-face, email, web chat and social media.

Physical Demands

- Mainly a sedentary role.

Working Environment

- Predominately office/home based role.
- Risk of verbal abuse or emotionally complex conversations both over the telephone and face-to-face.
- The post holder is required to see customers face-to-face for scheduled appointments and self-service help.
- The post holder is regularly required to take phone calls in a call centre environment

Emotional Context

- Frequent contact with customers experiencing financial hardship and at risk of eviction, both over the phone and face-to-face.
- Frequent contact with customers who are experiencing a potentially life-changing event, e.g. bereavement, illness, disability, loss of a job.
- The role may bring you into contact with challenging service users. On occasions, customers may disclose upsetting information.

Other

- The post holder will be expected carry out any other duties that are within the scope, spirit and purpose of the job, commensurate with the grade.
- The post holder will be expected to actively follow Telford & Wrekin Council policies, including those such as Equal Opportunities, Human Resources, Information Security and Code of Conduct, etc.
- The post holder will be expected to maintain an awareness and observation of Fire and Health & Safety regulations.

Person Specification

Criteria	Standard
Qualifications	<ul style="list-style-type: none"> • Five GCSEs or equivalent, including English Language and Maths.
Experience	<ul style="list-style-type: none"> • Demonstrable experience of working in a customer services environment.
Knowledge	<ul style="list-style-type: none"> • A preferred knowledge of the legislation and guidance relating to Council services provided by the Customer Contact Team. • A preferred knowledge of the systems we use in the Contact Centre, e.g. CRM.
Skills	<ul style="list-style-type: none"> • Ability to deal with customers in a professional, courteous and unbiased manner to provide a high quality customer service. • Excellent communication skills, both oral and written, to be able to explain service policy and procedures, and communicate decisions/requirements effectively to customers. • Ability to learn and interpret legislation and procedures. • Ability to work under pressure and meet or exceed personal and team targets and deadlines and be flexible in responding to changing circumstances. • Ability to work through and interpret routine customer requests for service in a systematic order in accordance with relevant procedures. • Ability to manage and prioritise own workload to achieve personal or team targets. • Ability to work and make decisions within prescribed procedures with the minimum of supervision.
Personal style & behaviours	<ul style="list-style-type: none"> • As a council employee you will be supported and expected to demonstrate the Council's Core Behaviours. Please note that these may be updated from time-to-time and are available on the Council's intranet pages. • Ability to provide a professional service to the customer, recognising their individual needs and circumstances. • A flexible and adaptable approach to work and be able to deal with a number of issues simultaneously, responding to operational needs to deliver a high level of customer satisfaction. • An organised, systematic approach to work to achieve targets.
Fluency Duty	<ul style="list-style-type: none"> • This post has been identified as a customer facing role and therefore the Council is required to fulfil their statutory duty under Part 7 of the Immigration Act 2016. As a public body the Council is obliged to ensure member of staff in such roles are able to have a command of spoken English which is sufficient to enable the effective performance of their role. • The post holder is expected to be able to interpret complex legislation and explain it to customers in simple and easily understandable terms.

More information is available at <http://ecouncil/Fluency/Pages/default.aspx>

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We will ensure, so far as is reasonably practicable, that no disabled applicant is placed at a substantial disadvantage. This person specification includes what we believe are fully justifiable essential selection criteria. Provided that the selection criteria unconnected with the disability are met, we will make ALL reasonable adjustments in order that someone with a disability can undertake the duties involved.

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Type of criminal records check required for this post	Ticked as required
None	X
Basic Disclosure	
Standard Disclosure	
Enhanced Disclosure	
Working with Adults - Regulated Activity	
Working with Children - Regulated Activity	

Information on types of criminal records checks is available at:

<https://www.gov.uk/disclosure-barring-service-check>