

Customer Services Apprentice - Job Description

1.	<p><u>Job Purpose</u></p> <p>To provide a frontline customer service primarily via telephone and other varying access channels, through the Corporate Contact Centre.</p>
2.	<p><u>Major Tasks</u></p> <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 our Reception areas managing our customer's experience embracing and delivering the channel shift agenda.• Respond to a diverse range of enquiries and routine requests for services, resolving the customer request 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 services in order to provide customer service as required.• Use knowledge and skills to signpost customers and visitors to the appropriate person, place or service.• Be aware of, contribute and maintain the KPI's 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 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, 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.
3.	<p><u>Contacts</u></p> <ul style="list-style-type: none">• The post holder will be in constant contact with the borough's customers 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, Contact Centre Team Leader and Customer Contact 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.

4.	<p><u>Creative work</u></p> <ul style="list-style-type: none"> • The need to work on your own initiative within the framework of the role and the 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.
5.	<p><u>Decisions made</u></p> <ul style="list-style-type: none"> • The post holder will make decisions about matters relating to established policy and about how best to deal with an enquiry or routine request for service from a customer. • Make recommendations for improvement to operational procedures where necessary.
6.	<p><u>Supervisory responsibility</u> The post holder has no permanent direct or indirect supervisory responsibility.</p>
7.	<p><u>Supervision received</u></p> <ul style="list-style-type: none"> • The post holder is directly responsible to the Contact Centre Team Leader. • The nature of the duties entail that there is a high degree of independence when dealing with telephone calls and personal callers in the first instance and directing these callers to the appropriate service or officer. • The post holder will work within the existing policies, procedures and guidelines, as set out by the Customer Services management team.
8.	<p><u>Complexity</u></p> <ul style="list-style-type: none"> • 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's 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 needs to be able to deal with a range and volume of work 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 is required in assisting with enquiries. In addition this post holder must at all times be polite and courteous when dealing with all members of the public. Some of these customers, due to the individual needs and circumstances, can be challenging.

Person Specification

Criteria	Standard
Qualifications	<ul style="list-style-type: none"> • 5 GCSEs or equivalent including English Language and Maths.
Knowledge	<ul style="list-style-type: none"> • A knowledge of Customer Services and the importance of good Customer Service. • A background knowledge of the services we work within.
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 priorities own workload, to achieve personal or team targets. • Ability to work and make decisions, within prescribed procedures, with the minimum supervision.
Experience	<ul style="list-style-type: none"> • Demonstrable experience of having knowledge of or working in a customer services environment.
Personal style and behaviours	<ul style="list-style-type: none"> • 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.

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 and desirable 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.