

JOB DESCRIPTION

JOB TITLE: Customer Service Advisor

JOB NO: TR0625XV

GRADE: 2 **(consultation grade - subject to formal evaluation under the Pay Equity Review)*

**DIVISION: Economy Directorate/
Customer Services**

NO OF POSTS: >200.

SECTION: Operations

POST REQUIRES POLICE / CRIMINAL RECORDS BUREAU CLEARANCE: NO

1.0 JOB PURPOSE

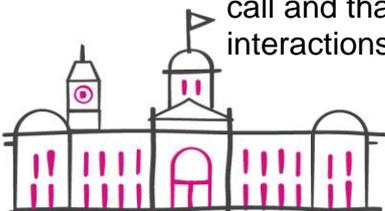
1.1 Through the delivery of the role adhere to the One Contact vision and values:

- One Door - a well signposted route into the council either digitally or by phone.
- One and Done – a passion to ensure that repeat contact is reduced to an absolute minimum, working closer with the service areas and reducing unnecessary hand offs.
- One Set of Content – serving citizens with the same consistent and high quality information irrespective of channel or agent.
- One easier experience – making it easier for citizens to request services with the least amount of effort.
- One Voice of the customer – the contact centre provides expertise in the collation, analysis and feedback of citizen feedback leading to improvements across all council services.

1.2 To provide accurate communication with citizens, businesses and visitors of Birmingham City Council across the various services that are provided to citizens.

1.3 To satisfy the needs of the citizens at the first point of contact wherever possible, ensuring services interface seamlessly with 'back office' departments, delivering excellent standards of customer care and consistent high quality information and advice on all aspects of the Council's services.

1.4 To maintain a professional, courteous and empathetic manner at all times ensuring that a positive customer experience is a priority on each call and that the One Contact vision and values are championed in all interactions.



1.5 To solve complex and simple enquiries or escalate to appropriate sources to provide a resolution.

2.0 DUTIES AND RESPONSIBILITIES

2.1 Provide a comprehensive information service to the public, advising on services available from, and the policies and procedures of, Birmingham City Council, which will resolve or inform the needs of the customer.

2.2 Maintain customer service standards by answering calls promptly, remaining courteous and professional at all times.

2.3 Listen attentively to customer requirements, asking pertinent questions to establish the facts in order to gain a full understanding of the customer need.

2.4 To provide clear and concise responses to all customer enquiries/complaints and to ensure all information is entered accurately onto computer records. This applies to all customer delivery channels i.e. inbound or outbound calls, emails, written correspondence, web chat etc.

2.5 To assess and resolve enquiries, requests and complaints, to ensure that customer enquiries are resolved at first point of contact, unless specialist knowledge or further investigation is required.

2.6 To use sound judgement and take decisions within established procedures for each service request including logging, processing and progress chasing enquiries, adhering to agreed Key Performance Indicators, Service Level Agreements and quality standards to maximise customer satisfaction.

2.7 Keep abreast of service developments and organisational changes in order to provide accurate information and advice to customers, including changes in legislation.

2.8 Refer unresolved queries for further action as necessary – this may be to the Resolution Champions or Team Manager.

2.9 Promote prevention of fraud by completing agreed data protection and security checks and controls, with an awareness of the impact of failure to complete these checks. When taking payments, adhere to agreed PCI compliance procedures.

2.10 Follow call scripts and advisor guidance and respond empathetically to customers.



- 2.11 Encourage feedback from customers and colleagues on services provided and recognise the changing needs of the service, and make recommendations to the Team Manager for service improvements.
- 2.12 Highlight any issues or errors with web or knowledge content to the officer responsible so they can be corrected.
- 2.13 To contribute to the overall achievements of Service Level by maintaining agreed personal targets.
- 2.14 To carry out any other duties commensurate with this salary grade if requested.
- 2.15 To actively promote the council's Equal Opportunity Policy and Diversity Strategy and to observe the standard of conduct which prevents discrimination taking place
- 2.16 Promote the City Council's sustainability Strategy by implementing working practices and procedures that ensure a sustainable approach to the use of resources and that resources are disposed of in a sustainable way.
- 2.17 To follow safe working practices and assist in the maintenance of good housekeeping standards in order to achieve a safe and healthy working environment.

OBSERVANCE OF THE CITY COUNCIL'S EQUAL OPPORTUNITIES POLICY WILL BE REQUIRED

3.0 SUPERVISION RECEIVED

3.1 SUPERVISING OFFICER JOB TITLE: Customer Service Team Manager

JOB NO:

3.2 LEVEL OF SUPERVISION

- 1. Regularly supervised with work checked by supervisor.**
2. Left to work within established guidelines subject to scrutiny by supervisor.
3. Plan own work to ensure the meeting of defined objectives.

4.0 SUPERVISION GIVEN (excludes those who are INDIRECTLY supervised i.e. through others)



POST TITLE	GRADE	NO OF POSTS	LEVEL OF SUPERVISION*

*Use 1,2 or 3 as in 3.2

5.0 SPECIAL CONDITIONS

5.1 To be able to work outside normal operating hours.

5.2 When required, to travel between different BCC sites and locations.



Person Specification

Job Title: Customer Service Advisor

Grade: 2 *(consultation grade - subject to formal evaluation under the Pay Equity Review)

Division: Customer Services

**Method of Assessment (MOA): A.F. = Application Form, I = Interview,
 T = Test or Exercise, P = Presentation, C- Certificate, AC - Assessment Centre**

CRITERIA	ESSENTIAL	MOA
EXPERIENCE (Relevant work and other experience)	<ul style="list-style-type: none"> • Experience of working in a customer service environment • Experience of working in a team to deliver targets 	AF/I
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Ability to communicate effectively with people at all levels using all access channels. • Good written and verbal communication skills. • Good typing speed and accuracy and good keyboard skills • Basic level of computer literacy • Self-motivated to achieve targets, willingness to learn and succeed • Attention to detail with a focus on accuracy • Relationship building skills. 	AF/I/T
TRAINING	<ul style="list-style-type: none"> • Willingness to undertake training as required. 	
Education/ Qualification NB: Full regard must be paid to overseas qualifications		AF/I

Competencies (behaviours)	Category Definition	MOA



	In addition to the above requirements you will be asked to demonstrate competencies in the below areas. Competencies can also be described as behaviours. They describe 'how' we expect people to behave doing their job. Competencies will vary between job roles and different level, but an overview of them as required by Birmingham City Council as described below	
Moving the Council forward	People who demonstrate this competency take the needs of the council and its customers into consideration when assessing how best they can deliver their service. They will network and develop relationships with others in helping to deliver a better service. They will help others in their work and be open to new ways of working.	I
Managing Ourselves	People who demonstrate this personal competency take responsibility for their work and development. They take action to overcome obstacles and seek to achieve agreed outcomes in the most cost effective way. They are careful and economical in the use of resources. They ensure that work carried out meets the needs of the Council. They adopt strategies to manage their own workload.	I
Working with others	People demonstrating this personal competency treat others as they wish to be treated. They build effective relationships with all their working contacts both inside and outside the council. They are encouraging supportive and helpful, and consider the impact of their working style on others.	I
Providing direction	People who demonstrate this personal competency display the behaviours underpinning the council's values (Belief, Excellence, Success and Trust) and present themselves as a role model to others. They enable people to achieve their best. They set clear objectives and standards, review performance, coach and organise work. They communicate the way ahead and consult and involve others.	I



