

## JOB DESCRIPTION

**Job Title:** Customer Services Adviser

**Directorate & Section/Unit:** HR, Digital & Communications

**Reporting to:** Service Delivery Manager

**Management responsibility for (Level 1 Manager and above):** N/A

**Supervisory responsibility for (Level 1 Supervisor):** N/A

**Headcount and FTE of staff:** N/A

<b>Salary Grade:</b>	<b>Scale 5</b>
<b>WCC Management Level:</b>	Frontline staff
<b>Number of Direct Reports:</b>	<b>N/A</b>

### Our People Values:

To uphold and act in accordance with Worcestershire County Council's values;

- **Customer Focus** – Ensure delivery of a high quality service which meet the needs of customers.
- **Can Do Culture** – Be proactive to achieve excellence, finding solutions and creative ways of working.
- **Freedom within Boundaries** - Make constructive change through cohesive decision making, ensuring services are responsive.

### Purpose of job:

- To work as part of a multi-functional integrated Customer Services Contact Centre.
- To provide a high standard of customer service and service request fulfilment to the residents of Worcestershire via a number of channels including telephony, webchat and online.
- To lead on the resolution of more complex queries, requiring investigation from a variety of sources and more detailed problem solving

### Main Activities & Responsibilities:

- To be the first point of contact for telephone, webchat and online enquiries on behalf of Worcestershire County Council.
- Provide information, advice and services to customers on behalf of Worcestershire County Council, its partners and other local/national agencies.
- To make decisions on customer eligibility for services based on evidence provided.
- Take responsibility for resolving queries and completing the arising actions on behalf of the customer, progressing and chasing when required.
- Responsible for dealing with and resolving requests which are higher in complexity and require a greater level of experience to fully investigate, drawing on experience of past cases to reach an appropriate outcome.
- To act as an advocate for the customer, liaising between the customer and the service area.
- Responsible for seeking out and understand the needs of customers, taking ownership and appropriate action in an ever changing environment.
- Refer customers where appropriate, to specialist staff, including arranging interviews where required and identifying vulnerable customers where referral may be helpful. This includes consulting with external agencies.

- To access and assess eligibility information for a range of services, identifying other support services as appropriate.
- Ensure that a full accurate electronic record of all customer interactions is maintained.
- To proactively identify and assist with implementing improvements to the provision of services to the public that will enable resolution at first point of contact.
- Key services that the Customer Services Contact Centre deals with are – Blue Badge, Care Contributions, Concessionary Travel, Covid, Here2Help, Highways, Libraries, Payments and Client Charges, Registrations, School Admissions, School Transport. Social Care and Waste Management.
- Ensure that service delivery meets with the principles of the Worcestershire County Council IT and Digital Team.

### **Generic Accountabilities:**

- To maintain personal and professional development to meet the changing demands of the job, participate in appropriate training activities and encourage and support staff in their development and training
- To undertake other such duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job
- To undertake health and safety duties commensurate with the job and/or as detailed in the Directorate's Health and Safety Policy
- The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect for all employees and service users and is consistent with the Council's Equality and Diversity Policy
- To take a flexible approach to changing patterns of work within the Customer Services Contact Centre and Worcestershire County Council.

### **Contacts:**

In all contacts the post holder will be required to present a good image of the Directorate and the County Council as well as maintaining constructive relationships.

Internal: Elected Members, Directors, Heads of Service, Senior Managers, Management Teams, Managers & Staff across all directorates and Project Staff

External: District & County Councils, Government Agencies & Departments, NHS, Clinical Commissioning Groups, Healthcare Professionals, Police, Fire, Probation Service, Educational Settings, Suppliers, Contractors, Service providers, Statutory and Voluntary Organisations, service users, clients, customers, parents & pupils, members of the public and volunteers

### **Additional Information:**

- The Council reserves the right to alter the content of this job description, after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility
- Reasonable adjustments will be considered as required by the Equality Act

## PERSON SPECIFICATION

**Job Title:** Customer Services Adviser

**Directorate & Section/Unit:** IT & Digital

**Salary Grade:** Scale 5

**WCC Management Level:** Frontline staff

### EXPERIENCE:

It is **essential** that the post holder has:

- Demonstrable experience of working directly with the public within a customer service contact centre environment
- Considerable experience providing detailed information and advice to a wide range of customers
- Considerable experience of finding solutions to complex enquiries
- Considerable experience of researching information from a variety of sources
- Demonstrable experience of understanding customer needs, taking ownership and making decisions on appropriate required action.
- Considerable experience in working with multiple ICT systems to access, record and provide information accurately via a variety of communication channels
- An awareness of the Data Protection & Freedom of Information Acts

It is **desirable** that the post holder has:

- An awareness of local government
- Demonstrable experience of working in a complex or multi-faceted customer service environment

### KNOWLEDGE, SKILLS AND ABILITIES:

It is **essential** that the post holder has:

- Working knowledge of the communication skills required to provide detailed information and advice in a clear and positive manner
- Detailed knowledge of creative approaches to problem solving and being able to investigate information from a range of sources.
- Detailed knowledge of IT systems such as IT, web and telephony systems.
- A working knowledge of the skills and abilities required to identify and assess the needs of customers, taking ownership and appropriate action whilst demonstrating tact and diplomacy.
- The capability to demonstrate at all times high standards of personal, professional and ethical behaviour
- A high level of integrity when dealing with sensitive or confidential information
- The ability to work within a team, maintaining team spirit and team success
- The ability to interact with senior officers, elected members, partners and other contacts in a confident and persuasive manner to achieve resolution for the customer.
- The ability to proactively identify and make practical recommendations for service improvement.
- Excellent numeracy and literacy skills.
- A flexible approach to a variety of tasks.

## **QUALIFICATIONS/TRAINING & DEVELOPMENT:**

It is **essential** that the post holder has:

- A minimum of 3 GCSEs or equivalent at grade C or above including Maths and English or demonstrate equivalent standard of knowledge/education.
- NVQ Level 3 or equivalent qualification.

It is **desirable** that the post holder has:

- ECDL (or equivalent qualification/training in IT)

## **ADDITIONAL INFORMATION:**

It is **essential** that the post holder has:

- Can work outside of standard office hours and at multiple locations as required.