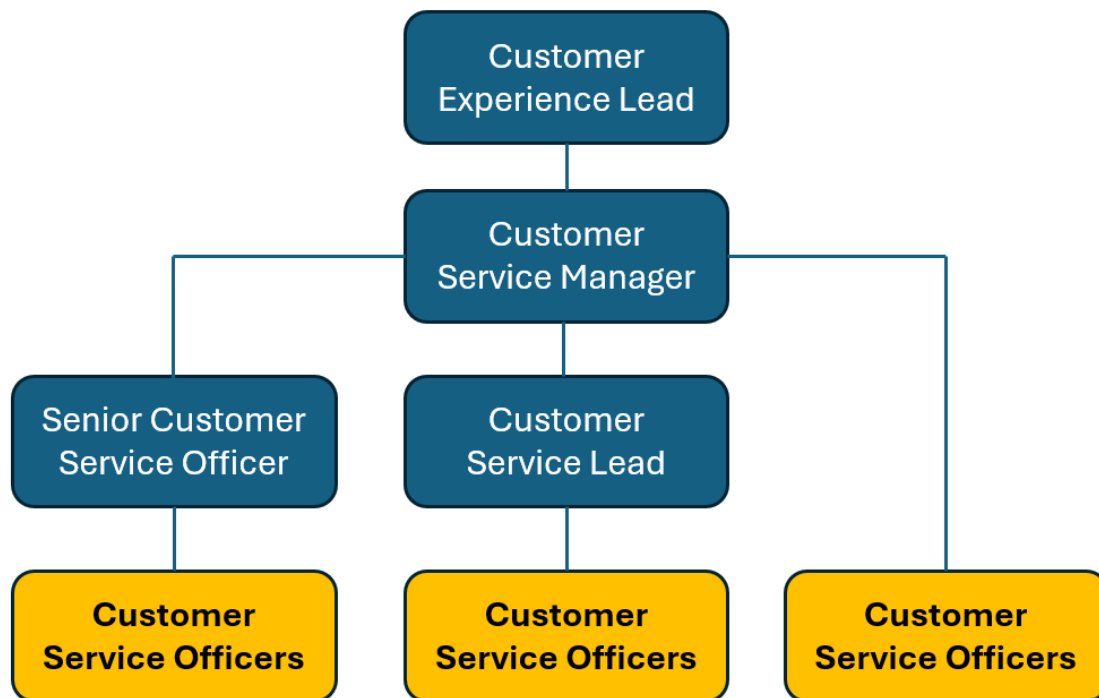
 WOKINGHAM BOROUGH COUNCIL		<h2 style="text-align: center;">Job Description</h2>		Job Reference
Job Title	Customer Service Officer			
Service	Customer Experience & Change	Team	Customer Services	
Location	Shute End / Remote Working			
Reports to	Customer Service Manager			
Grade	Type of position:			Date
Career Grade 4 - 5	Permanent Full Time Full Time			Jan 2025
<p>This job description has been designed to indicate the general nature and level of work required of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list, and the line manager may vary duties from time to time which do not change the general character of the job, or the level of responsibility entailed.</p>				
Service Purpose				
To deliver positive outcomes for residents, customers and clients - making sure internal and external customer experiences are the best they can be.				
Purpose of the role				
To put the Customer Experience at the heart of all you do. Ensuring all customers needing support receive equal standards of service and are dealt with in a professional and courteous manner. To act as an initial point of contact through the various contact channels.				
Main Accountabilities				
1	To act as the initial point of contact for enquiries covering a full range of front-line services, through all contact channels (telephone, face to face, email and web chats). Handling these in a clear, caring and confident manner. Communicating all information accurately using appropriate computerised and manual systems as required.			
2	Understand the customer need, escalating where appropriate, undertaking any follow up administrative work or system input tasks.			
3	Supporting customer self-serve and spotting opportunities for the Council to improve digitalisation, contributing to the continuous improvement in the delivery of the Council's outcomes. Ensuring high levels of customer satisfaction in line with the Customer Charter & Customer Strategy.			
4	Work collaboratively with other services to improve the customer journey including undertaking of regular training to expand and update knowledge of the Council's operations.			
5	To ensure that all duties are carried out in compliance with statutory provisions and with Council's policies, including Health and Safety, Data Protection, Equality, Diversity and Inclusion			
6	To facilitate Blue Badge Applications through Gov.uk Manage Blue Badges scheme. Handling appointments, applications and payments. Undertaking any follow up administrative work or system input tasks.			

7	Drive revenue through the successful implementation of the garden waste service for residents of the borough. Competently using the systems available (CRM and Heycentric) and working collaboratively with waste services to maximise uptake.
8	Take an active role, through reception duties, in ensuring the main council offices are welcoming and safe for all colleagues and visitors. Adhering to and promoting best practice and Health and Safety guidelines.
9	Regularly review the content of the web pages and other materials to ensure the information is accurate, up to date and accessible. Being able to confidently navigate the site and support customers to complete tasks.
10	Participate in maintaining an up-to-date list of service areas, their accountabilities and key personnel. Creating an easy-to-use reference document for the service.
11	To support your own personal development by maintaining up to date training records and enrolling onto relevant courses.
12	To carry out such other duties as the Contact Centre Manager may from time to time reasonably require.
Supervision Received	Regular 121s, Performance Reviews
Supervision Given	N/A
Contacts & Working Relationships	Multiple external and internal stakeholders, including but not limited to: All customers - including local residents, businesses and Councillors. Working in partnership with local charities and Town & Parish Councils. Working in collaboration with all staff across the Council and supporting Heads of Service and Assistant Directors as required.
Management of resources or budget	Not applicable
Special Factors	DBS/BPSS check required

Organisation Chart



Person Specification

Qualifications	Essential	Desirable
	Minimum of 5 GCSE's A-C, or equivalent, including English (Grade 4&5)	NVQ 2 or equivalent in Customer Services
Technical Skills.	Essential	Desirable
	<p>Good IT skills including office software such as Microsoft Word, Outlook, and Excel (Grade4/5)</p> <p>Ability to actively listen to extract and assess important information (Grade 4/5)</p>	Ability to prepare and review staff rotas (Grade 5)

	<p>Ability to communicate effectively at different levels both verbally and in writing to suit the audience (Grade 4/5)</p> <p>Effective use of business specific applications. These may include CIVICA, CRM, IWorld, Manage Blue Badges, Netcall Telephony System (Grade 5)</p> <p>Competent knowledge, on completion of probation, of using Customer Relationship Management (CRM) systems and Contact Centre Telephony solutions (Grade 5)</p>	
Knowledge	Essential	Desirable
	<p>Assume a “buddying role” for new starters, to role model day to day activities and behaviours (Grade 5)</p> <p>Be the first point of contact for colleagues for support, escalations and more complex cases (Grade 5)</p> <p>Specialist knowledge of a particular service area or customer service environment. (Grade 5)</p> <p>Ability to manage own workload and priorities (Grade 4/5)</p> <p>Utilise the customer feedback tool to improve the customer experience within the service (Grade 5)</p>	
Experience	Essential	Desirable
	<p>Experience of working to tight timescales, with high levels of accuracy (Grade 5)</p> <p>Competent working knowledge of the policies and processes across some of the specialist areas (Grade 5)</p> <p>Experience in providing excellent customer service (Grade 4/5)</p>	

Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn't require to be sent via secure methods.

Other	Essential	Desirable
	<p>Have high attention to detail when completing tasks (Grade 4/5)</p> <p>Excellent written and verbal communication skills with an ability to vary styles to meet the needs of the customer (Grade 4/5)</p> <p>Be able to deal confidently, calmly and reassuringly with unexpected situations. To be inclusive and always welcoming (Grade 4/5)</p> <p>Be able to exercise sound judgement and make immediate decisions based on the information presented (Grade 5)</p>	
Completed by:	Sammy Charlton	Date: Jan 2025

General Information on the role of career grade Customer Service Officer - Tasks		
	Grade 4	Grade 5
Qualifications	Minimum of 5 GCSE's A-C, or equivalent, including English.	Minimum of 5 GCSE's A-C, or equivalent, including English. NVQ 2 or equivalent in Customer Services
IT Skills	Good IT skills including office software such as Microsoft Word, Outlook, and Excel	Skilled in IT, including office software such as Microsoft Word, Outlook, and Excel
Responsibilities	<p>To act as the initial point of contact for enquiries covering a full range of front-line services, through all contact channels (telephone, face to face, email and web chats). Handling these in a clear, caring and confident manner. Communicating all information accurately using appropriate computerised and manual systems as required.</p> <p>To support your own personal development by maintaining up to date training records and enrolling onto relevant courses.</p> <p>Competent knowledge, after completion of probation, of using Customer Relationship Management (CRM) systems and Contact Centre Telephony solutions.</p> <p>Have high attention to detail when completing tasks</p>	<p>To act as the initial point of contact for enquiries covering a full range of front-line services, through all contact channels (telephone, face to face, email and web chats). Handling these in a clear, caring and confident manner. Communicating all information accurately using appropriate computerised and manual systems as required.</p> <p>To support your own personal development by maintaining up to date training records and enrolling onto relevant courses.</p> <p>Competent knowledge, after completion of probation, of using Customer Relationship Management (CRM) systems and Contact Centre Telephony solutions.</p> <p>Have high attention to detail when completing tasks</p> <p>Effective use of business specific applications. These may include CIVICA, CRM, IWorld, Express Register, Manage Blue Badges</p> <p>Competent working knowledge of the policies and processes across some of the specialist areas</p>

Private: Information that contains a small amount of sensitive data which is essential to communicate with an individual but doesn't require to be sent via secure methods.

		<p>Assume a “buddying role” for new starters, to role model day to day activities and behaviours.</p> <p>Be the first point of contact for colleagues for support, escalations and more complex cases</p> <p>Experience of working to tight timescales, with high levels of accuracy</p> <p>Ability to prepare and review staff rotas</p>
Communication Skills	<p>Ability to communicate effectively at different levels both verbally and in writing to suit the audience</p> <p>Ability to actively listen to extract and assess important information</p>	<p>Ability to communicate effectively at different levels both verbally and in writing to suit the audience</p> <p>Ability to actively listen to extract and assess important information</p>
Customer Service Experience	<p>Demonstrable experience in providing excellent customer service</p> <p>Be able to deal confidently, calmly and reassuringly with unexpected situations. To be inclusive and always welcoming</p> <p>Take an active role, through reception duties, in ensuring the main council offices are welcoming and safe for all colleagues and visitors. Adhering to and promoting best practice and Health and Safety guidelines.</p>	<p>Demonstrable experience in providing excellent customer service</p> <p>Be able to deal confidently, calmly and reassuringly with unexpected situations. To be inclusive and always welcoming</p> <p>Take an active role, through reception duties, in ensuring the main council offices are welcoming and safe for all colleagues and visitors. Adhering to and promoting best practice and Health and Safety guidelines.</p> <p>Specialist knowledge of a particular service area or customer service environment</p>

Main Accountabilities		
	Grade 4	Grade 5
Customer Focused Approach	<p>Approach every task and interaction through a customer centric lens</p> <p>Understand the customer need, escalating where appropriate, undertaking any follow up administrative work or system input tasks.</p> <p>Regularly review the content of the web pages and other materials to ensure the information is accurate, up to date and accessible. Being able to confidently navigate the site and support customers to complete tasks.</p>	<p>Approach every task and interaction through a customer centric lens</p> <p>Understand the customer need, escalating where appropriate, undertaking any follow up administrative work or system input tasks.</p> <p>Regularly review the content of the web pages and other materials to ensure the information is accurate, up to date and accessible. Being able to confidently navigate the site and support customers to complete tasks.</p> <p>Utilise the customer feedback tool (Gov Metrics) to improve the customer experience within the service</p>
Delivering Service Outcomes	<p>Participate in maintaining an up-to-date list of service areas, their accountabilities and key personnel. Creating an easy-to-use reference document for the service.</p> <p>Drive revenue through the successful implementation of the garden waste service for residents of the borough. Competently using the systems available (CRM and Heycentric) and working collaboratively with waste services to maximise uptake.</p>	<p>Participate in maintaining an up-to-date list of service areas, their accountabilities and key personnel. Creating an easy-to-use reference document for the service.</p> <p>Drive revenue through the successful implementation of the garden waste service for residents of the borough. Competently using the systems available (CRM and Heycentric) and working collaboratively with waste services to maximise uptake.</p> <p>Competent working knowledge of the policies and processes across some of the specialist areas</p> <p>To facilitate Blue Badge Applications through Gov.uk Manage Blue Badges scheme. Handling appointments,</p>

		<p>applications and payments. Undertaking any follow up administrative work or system input tasks.</p> <p>Be able to exercise sound judgement and make immediate decisions based on the information presented</p>
Continuous Improvement	<p>To support your own personal development by maintaining up to date training records and enrolling onto relevant courses.</p> <p>Ability to manage own workload and priorities</p>	<p>To support your own personal development by maintaining up to date training records and enrolling onto relevant courses.</p> <p>Ability to manage own workload and priorities</p> <p>Work collaboratively with other services to improve the customer journey including undertaking of regular training to expand and update knowledge of the Council's operations.</p> <p>Supporting customer self-serve and spotting opportunities for the Council to improve digitalisation, contributing to the continuous improvement in the delivery of the Council's outcomes. Ensuring high levels of customer satisfaction in line with the Customer Charter & Customer Strategy.</p>
Health & Safety	To ensure that all duties are carried out in compliance with statutory provisions and with Council's policies, including Health and Safety, Data Protection, Equality, Diversity and Inclusion	To ensure that all duties are carried out in compliance with statutory provisions and with Council's policies, including Health and Safety, Data Protection, Equality, Diversity and Inclusion