

RUGBY BOROUGH COUNCIL



JOB PROFILE

Post No.	30210 – 30223 & 30225-30231
Post Title:	Customer Service Advisor
Unit/Team:	Customer Services
Grade:	Grade C
Service:	Digital and Communications
Reports to:	Customer Services Team Leaders
Issue Date:	February 2026

PURPOSE OF THE JOB

Working as part of a team of Customer Service Advisors, responding to requests for information about a range of local and County Council services and helping customers to access and pay for services via the face to face, telephone and email customer channels.

1. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- 1.1 To respond to requests for information and help customers access and pay for services using the channel they have chosen.
- 1.2 To recognise, respect and listen to the varied needs of customers and explore which solutions are available to meet their needs.
- 1.3 To recognise and deal with a whole range of customer emotions including people who are angry, abusive, aggressive and potentially violent.
- 1.4 To liaise with back office staff in order to provide customers with information that is accurate and sufficiently resolves the customer's enquiry.
- 1.5 To correctly identify and capture data relating to customer requests for services including logging, processing and progress chasing enquiries.
- 1.6 To develop and maintain up to date knowledge of the services delivered by the Customer Services Centre and the systems used to deliver those services.

- 1.7 To work to identified customer service standards and performance targets.
- 1.8 To note and report any areas where improvements are needed in order to minimise waste and increase levels of customer satisfaction.
- 1.9 To participate in all training and development activities necessary to fulfil the role.
- 1.10 To undertake general administrative and housekeeping duties in the Customer Service Centre.
- 1.11 To work within Health and Safety legislation as it is applied to the service and ensure compliance with the Health and Safety at work Act, the Council's Safety Policy and Departmental Safety Policies.

2. OTHER DUTIES AND RESPONSIBILITIES

- 2.1 To assist in maintaining up to date information on all relevant services and to carry out research as necessary.
- 2.2 To identify opportunities for self-development and undertake activities to improve both skills and knowledge.
- 2.3 To participate in the induction and training of new Customer Service Advisors.
- 2.4 To uphold the departmental equal opportunities and health and safety policies.
- 2.5 To undertake any other duties as required, which are commensurate with the grading of the post.
- 2.6 Any other reasonable duties as requested by your manager, in line with your skills and knowledge.

3. SUPERVISORY RESPONSIBILITIES

None.

4. FINANCIAL RESPONSIBILITIES

Cash and cheque payments are not promoted or encouraged as Rugby Borough Council does not have a cashiering service. However, in the event of a customer having no other means of payment and if all other options have been exhausted both can be accommodated.

5. RESPONSIBILITY FOR ASSETS AND DATA

Responsible for customer data in systems and databases.

6. EXTENT OF PUBLIC CONTACT

With members of the public, internal services of the Council and other agencies and outside bodies using different technologies e.g. phone, email and Internet.

7. WORKING CONDITIONS AND ENVIRONMENT

The post is based within the Customer Service Centre, which is situated in the Town Hall, Rugby.

It is a customer facing role which is primarily a desk based position using call centre telephony and technology for the majority of the day. There is also some face-to-face contact with the public.

8. CORPORATE RESPONSIBILITIES

All staff have to act within the Council's rules and follow all reasonable management requirements. These are contained within: the Council's Standing Orders, Employment Policies, Constitution and Code of Conduct for Employees. Other documents may be introduced at times setting out rules of the Council. These will cover responsibilities and requirements for the following:

- Financial Accounting
- Equality and Diversity
- Health and Safety
- Risk Management
- Anti- Fraud
- Data Quality and Data Protection
- Business Continuity
- Major Emergency Plan
- Procurement and Contract Management
- Safeguarding of Children and Vulnerable Adults

Copies of the relevant rules and policy are available on the staff intranet or from your manager

In addition, all employees are expected to behave in line with our Values and Behaviours and challenge other employees whose behaviour is against our values.

9. KNOWLEDGE, SKILLS, EXPERIENCE AND QUALIFICATIONS

Refer to Person Specification attached.

Signed as agreed:

Postholder

Date

PERSON SPECIFICATION

Post: Customer Service Advisor



For effective performance of the duties of the post the postholder will be able to demonstrate that they have the skills and/or knowledge detailed in 'Essential Criteria'.

Criteria	Essential/ Desirable	Method of Assessment
A basic Disclosure and Barring Service (DBS) check	E	I, R
3 GCSEs, grade A – C, including English	E	D
Experience of dealing with requests for information and helping customers access and pay for services	E	A,I
Experience of dealing with customers both on the telephone and face to face	E	A,I
Good keyboard skills and experience of using call centre technology and CRM systems	E	A,I,T
Able to use written and oral communication skills effectively	E	A,I,T
Able to work to identified customer service standards and performance targets	E	A,I
Willing to share information and ideas and contribute to service improvements	E	A,I
Able to treat customers fairly, honestly, respectfully and in a polite and courteous manner	E	A,I,T
Experience of team working	E	A,I, R
Able to listen, understand and correctly identify what the customer needs	E	A,I,T
Able to liaise with others in order to find solutions to customer enquiries	E	A,I,T
Able to handle customer enquiries with sensitivity	E	A,I,T
Able to respond to peak workloads	E	A,I,R
Able to adapt to change and demonstrate a flexible approach to work	E	A,I
A commitment to work within our CAN DO values	E	A, I
Experience of ensuring consistency when providing a range of services simultaneously	D	A,I
Knowledge of Council services	D	A,I

Application	A
Interview	I
Test (written, presentation, practical – eg word processing)	T
References	R
Documentary – eg certificates	D