Job Description and Person Specification

POST IDENTIFICATION

Post Title:	Customer Service Centre Advisor
Job Evaluation ID:	2987CE
Grade:	5
Directorate:	Corporate and Regeneration
Division:	Customer Economy and Regeneration
Section:	Service Improvement and Partnerships
Location:	Penallta House
Responsible to:	Customer Service Centre Manager

JOB PURPOSE

Provide exceptional customer service across the Council's Customer Service access channels, serving as an advocate for the customer.

Thrive in a dynamic and fast-paced Customer Service Centre contributing to its ongoing growth and success.

Efficiently handle a broad range of service requests by consulting with various Council departments on behalf of customers.

Proactively manage the life cycle of service requests ensuring timely resolution and clear, consistent feedback to customers.

KEY RESULT AREAS

Achieve first call resolution wherever possible to enhance customer satisfaction and efficiency.

Manage all customer contacts within set measures to ensure timely and effective responses.

Record calls for training purposes and share feedback as part of ongoing development.

Ensure adherence to established customer service standards to maintain high service quality.

Use customer satisfaction tools to seek ways to improve service delivery.

Participate in regular training sessions to enhance skills and knowledge.

Effectively manage and resolve customer complaints to improve service recovery.

DETAILED TASK PROFILE

Customer Engagement and Service Delivery

- Provide high-quality customer service by delivering accurate information and signposting in line with Customer Service Standards, including operating the Council's main switchboard.
- Resolve customer enquiries at first point of contact wherever possible, ensuring a positive and efficient experience.
- Capture and record meaningful customer information to create accurate service requests and case records.
- Tailor communication styles to meet the diverse needs of customers, including those in vulnerable situations, ensuring empathy and clarity in every interaction.
- Act as a customer advocate, ensuring their needs are represented and addressed by relevant service areas.
- Deliver services across multiple access channels, including digital platforms, email, phone.
- Carry out administrative tasks and follow up on customer enquiries to ensure timely resolution.
- Process electronic payments securely and accurately, in line with the Council's Financial Regulations.

Digital Systems and Process Management

- Use the Council's Customer Relationship Management (CRM) system effectively and in line with legislation, policies, and procedures.
- Provide feedback on CRM scripts and workflows to support continuous improvement and service efficiency.
- Monitor system performance and report faults promptly to minimise service disruption.

Complaints and Issue Resolution

- Handle customer complaints professionally and in accordance with Council procedures.
- Work collaboratively to resolve service failures and ensure customer satisfaction.

Knowledge and Continuous Improvement

- Maintain up-to-date knowledge of Council services, policies, and procedures, including new services integrated into the Customer Services Centre.
- Continuously develop skills and knowledge to meet evolving customer needs and service expectations.
- Take ownership of personal development by participating in relevant training and learning opportunities.

Collaborative Working

- Liaise with back-office teams and service areas to ensure consistent and joined-up customer service.
- Work with external partners to support integrated service delivery and improve outcomes for customers.
- Collaborate with colleagues to resolve queries and ensure service requests are handled effectively.

KEY WORKING RELATIONSHIPS

External

Customers regarding their service requests.

Contractors providing services on behalf of the Council, liaising with their Service Centres to resolve queries and service requests. For example street lighting, provision of traffic lights.

Internal
Other Council departments to resolve or progress service requests.

VALUES AND BEHAVIOURS

Accountability

1. **Take responsibility for your work** – Own your decisions, tasks and outcomes.
2. **Deliver on your commitments** – Meet deadlines, honour promises, and let your team know early if something might slip.
3. **Be honest about mistakes** – If you make an error, acknowledge it quickly and take action to fix it and learn from it.

Trust

1. **Be honest and transparent** – Communicate openly, tell the truth, and don't hide mistakes or important information.
2. **Act with integrity** – Do the right thing, even when no one is watching, and treat everyone with fairness and respect.
3. **Listen actively and respectfully** – Show that you value others' perspectives by giving your full attention, asking questions, and responding thoughtfully.

Respect

1. **Treat everyone with courtesy** – Act politely, use respectful language, and show kindness in your daily interactions.
2. **Value differences** – Show appreciation for diversity, different ideas and perspectives.
3. **Acknowledge contributions of others** – Give credit where it's due and show appreciation for efforts of others.

Honesty

1. **Communicate clearly and directly** – Be clear, concise and open with your language.
2. **Speak up about concerns or unethical behaviour** – Report issues respectfully and responsibly.
3. **Give honest feedback respectfully** – Share constructive feedback that's truthful, helpful, and aimed at improvement.

Working together

1. **Share information and ideas openly** – Keep colleagues in the loop, collaborate effectively and contribute knowledge that helps the organisation to succeed.
2. **Offer help and support** – Step in when others need a hand and offer your time and skills.
3. **Resolve conflicts constructively** – Address disagreements calmly, listen to all sides, and focus on solutions.
4. **Celebrate team successes** – Acknowledge wins and recognise the contributions of others.

RESPONSIBILITIES FOR STAFF

Post Titles, Numbers and Level of Accountability

No direct line management responsibility other than assisting in work familiarisation of colleagues and new recruits.

RESPONSIBILITIES FOR RESOURCES

Financial; Plant; Buildings or Equipment

Sole responsibility for laptop.

Data Systems

Shared responsibility for the use and safe keeping of various data systems.

WORKING ENVIRONMENT

Flexible post in accordance with the Council's Agile Working Policy. The team attend the Council offices when asked to do so for meetings, specific tasks, supervision and appraisals.

ADDITIONAL REQUIREMENTS

Politically Restricted:	No
Disclosure and Barring Service Check:	Basic
Barred List Check:	No
Baseline Pre Employment Medical Assessment:	No
Registration:	No

ORGANISATIONAL RESPONSIBILITIES

Understands and demonstrates the principles of confidentiality.

Work within the policies and procedures of the Council including recognising the duty to protect vulnerable adults, children and young people.

Understands and demonstrates commitment to the Council's policies.

Demonstrate commitment to ongoing personal development.

The duties and responsibilities are difficult to define in detail and may vary from time to time without changing the general character of the duties or level of responsibilities entailed. The post-holder is therefore expected to undertake such other duties as may be requested provided the general character of the duties or level of responsibility does not change.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	Relevant Level 2 qualification on the Credit and Qualifications Framework for Wales. For example GCSE's Grade A*-C, NVQ Level 2 Customer Services.	Relevant Level 3 qualification on the Credit and Qualifications Framework for Wales. For example A levels or NVQ Level 3 NVQ Customer Services.
KNOWLEDGE		Knowledge of regulations covering one or more of the following: Government Benefits, Council Tax, Environmental Services, Housing Services and Social Services. Knowledge of policy issues having a bearing on customer service for Local Authorities.
SKILLS	Proficient using Microsoft Office applications especially Outlook (email). Effective verbal and written communication skills. Ability to empathise and communicate with a wide range of people. Ability to apply creative thinking to find solutions to problems. Ability to multitask and manage time effectively. Ability to prioritise workload and work to deadlines. Ability to use own initiative and work effectively as a team member. Ability to develop own skills Ability to work as part of a team, and independently with minimal supervision.	Proficient in using call centre software. Proven organisational skills. Ability to practically apply customer service policies in an operational environment. Accurate keyboard and data entry skills. Diplomatic yet approachable. Able to act with confidence and assertiveness, as well as tact and diplomacy. Welsh language skills.

	ESSENTIAL	DESIRABLE
EXPERIENCE	Experience of working in a customer service or call centre environment. Experience with handling high volumes of interactions and managing customer enquiries.	A proven contribution to improvement of services in response to customer need and aspiration. Knowledge of Local Government operations. Experience of setting and maintaining high personal standards of performance and conduct in the workplace.
OTHER		

HUMAN RESOURCES AUTHORISATION

HR OFFICER:	DATE:
Janine Harrington	19/06/2025