



JOB DESCRIPTION

Job Title	Customer Service Advisor		
Directorate	Regulatory & Operations		
Reporting to			
Grade	14		
Evaluation ref:	AG0772	Job Family ref:	
Role Purpose			
<p>Work as part of the Customer Services team providing admin, email and telephony support for Blue Badge applications and renewals for Somerset Council.</p> <p>Processing contact from members of the public and the associated tasks in a timely manner in line with guidance and procedures.</p> <p>Liaise with and provide feedback to management with suggestions for improvement and development.</p>			
Accountabilities			
<p>The postholder is required to work as part of a team providing the first point of contact over the telephone, webchat, email, whitemail and face to face for all SC Services. Contact will be from the public, service users and other internal and external professionals and organisations. As part of a rota, the postholder will be required to undertake the duties below during opening hours of the Contact Centre and County Hall reception.</p> <p>As part of the Customer Contact team deal with telephone, webchat, email and whitemail to:</p> <p>Respond to all contacts from any SC Service except for Adults and Children's Social Care. May receive calls including safeguarding from Adults and Children's and will be required to take relevant details and pass onto a colleague within the Customer Contact team.</p> <p>Assess the needs of each contact through active listening, questioning and some scripts to provide the necessary information, guidance, support or services. Interrogate and interpret online information, guidance documents and the use of other line of business systems, e.g. Confirm. Wherever possible all interactions will be resolved at the first point of contact. Use both formal procedures and their own judgement to identify if the enquiry requires further consultation or routing to a specialist within an SC Service.</p> <p>Record in the appropriate system all customer data and service requirements and where required work-flow to the appropriate individual or team. Record data to enable the Contact Centre managers to monitor and track service, team and individual performance. Maintain an awareness of contact volumes and manage</p>			

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their own availability using the telephony system to maximise their performance and the performance of the Contact Centre.

Use electronic feedback process to report any information that is inaccurate/absent from systems and/or website and to make suggestions for improvements to the presentation or functionality of systems used.

Keep up to date with any changes to SC Services including consultations which may result in contact from members of the public or other organisations.

Liaise with staff within Services where there are discrepancies in information available on the Council's websites.

Promote and encourage the use of digital services by customers wherever possible and appropriate.

Deal with all contacts in line with the Council's policies and procedures, e.g. Equalities and Diversity, and relevant legislation, e.g. the Data Protection Act or Freedom of Information. All data recorded must be relevant and accurate.

Adhere to the Internal Customer Contact Working Practices.

As part of providing a face-to-face reception service for the County Hall reception:

Deliver a front of house service for all professional visitors, members of the public and service users. Respect confidentiality when dealing with customers. Manage the flow and distribution of visitors through reception.

Deal with difficult situations from service users. Follow emergency guidelines using own judgement on when to escalate where situations are not clear cut.

Maintain the reception team calendar and electronic boards. Respond to inbox enquiries updating relevant systems where required.

Provide a cashier's service for SC Services taking cash, card or cheque payments ensuring the appropriate recording, tracking and audit.

Open and sort post, mainly relating to blue badge enquiries.

Adhere to the Reception processes and procedures including data protection and security.

Carry out weekly checks of emergency equipment used for incident control in reception.

Co-ordinate lost property within the building.

Responsible for processing applications, renewals and enquiries for the Blue Badge Service. The interactions will be face to face, telephone, webchat, email and white mail and the post holder will be required to:

Follow processes and procedures to meet required deadlines.

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Follow criteria to assess eligibility, which may require referral to Occupational Health.

Work as part of a team to monitor, prioritise and respond to all enquiries.

Scan personal documents and ensure that paperwork is checked against the requirements of the process and allocated appropriately for prioritisation and processing.

Knowledge / Experience / Skills

	Essential	Desirable
Knowledge		
The role holder must have a thorough understanding of Council Services and their functions.		X
They should be knowledgeable about the Data Protection Act and Freedom of Information legislation.	X	
They must be familiar with the Council's policies and procedures, including Equalities and Diversity.	X	
They should have a good understanding of digital service delivery and customer shift to less costly access channels.		X
They must be aware of the internal Customer Contact Working Practices.		X
They should have knowledge of various communication channels such as telephone, webchat, email, and face-to-face interactions.		X
Experience		
The role holder must have experience in providing customer service across multiple communication channels.		X
They should have experience in recording and managing customer data using appropriate systems.	X	
They must have experience in dealing with challenging interactions with sensitivity and professionalism.		X
They should have experience in providing feedback to service areas for continuous improvement.		X
They must have experience in coaching and supporting colleagues for complex issues.		X

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They should have experience in promoting digital service delivery.		X
Qualifications / Registrations / Certifications		
The role holder must have a relevant qualification in customer service or a related field.		X
They should have a certification in data protection or information security.		X
They must have a qualification in communication or public relations.		X
They should have a certification in digital service delivery.		X
They must have a qualification in business administration or management.		X
They should have a certification in equalities and diversity.		X
Skills		
The role holder must have excellent communication skills, both written and verbal.	X	
They should have strong active listening and questioning skills.	X	
They must have the ability to assess the needs of each contact and provide appropriate information, guidance, support, or services.	X	
They should have strong organisational and time management skills.	X	
They must have the ability to build and maintain relationships with service areas and colleagues.	X	
They should have the ability to handle multiple tasks and manage contact volumes effectively.	X	
Working Conditions		
Dimensions of the role		

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Working Arrangements

Somerset Council's Dynamic Working Strategy will be applied to this position.

Corporate Accountabilities

Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

Date: