

SOMERSET COUNCIL

| | |
|--|--|
| Role title | Customer Service Officer |
| Directorate | Customer Services |
| Reporting to | Customer Service Team Leader |
| Grade | 14 |
| Evaluation ref | SCG1411 |
| Role purpose | |
| <p>Customer Services provide the first point of contact for Somerset Council, which includes face to face, telephony, emails, social media, and digital customer interactions. The post holder will deliver an extensive and varied range of core council services.</p> <p>The postholder will act within a fast paced and ever-changing environment, requiring knowledge of customer queries. To act as a well-informed officer in relation to process, advice, signposting, and services, taking responsibility for maintaining own levels of knowledge and the sharing of best practice across customer services.</p> | |
| Key results area | Accountability |
| Corporate Responsibilities | 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. |
| Role Responsibilities | <p>Provide a range of advice to customers on telephony, face to face, social media, website online, emails and letters and ensures integration, quality, and consistency of delivery.</p> <p>Understand statutory duties and policy frameworks for services and ensure they are appropriately complied with at the first point of contact.</p> <p>To undertake an initial review of needs presented by the customer and to decide on appropriate next steps for the individual(s). Seeking assistance/advice from Senior Colleagues when appropriate.</p> <p>Analyse the customer situation or requests, identifying their needs and</p> |

| | |
|--|---|
| | <p>offering the appropriate community support or solution, guidance or advice and signposting.</p> <p>To follow the correct and/or mandatory procedures, gathering and documenting information concisely throughout the duration of all customer interactions to ensure accuracy, efficiency, and compliance.</p> <p>To receive safeguarding contacts to clarify and establish facts and to assess if there is any immediate risk of harm to an individual(s).</p> <p>Postholders are required to build a solid understanding of the range of council services available (c3000 different services) to present appropriate signposting, step by step guidance or person-centred conversations.</p> <p>Due to the nature of the subject matter or situation postholders will be required to demonstrate unconditional empathy and patience to support each customer situation, expressing effective and appropriate emotional presence, emotional resilience, and emotional intelligence where situations (customer or other) are challenging. There is a need to manage contacts in a tactful, courteous, and professional manner.</p> <p>Will champion channel shift, adopting and looking for opportunities for a digital first approach, along with feeding back on any web-content that may need changing/updating if it is incorrect or confusing.</p> <p>Access and accurately update all relevant information systems both customer and back office.</p> |
|--|---|

| | |
|--------------------------------------|---|
| <p>Service Development</p> | <p>Share knowledge with colleagues and temporary staff, being aware of development tools and guidance notes.</p> <p>Model new ways of working and champion cultural changes.</p> <p>Identify improvements to web content (of Council Services), system functionality and processes which will support and enhance the customer journey, sharing information and ideas with Senior Customer Services Officers.</p> |
| <p>Performance Frameworks</p> | <p>Awareness of effective processes and channels that are in place for feedback from users, communities, partners, and providers.</p> <p>Advisers to follow the correct and/or mandatory procedures and processes, gathering and documenting information concisely throughout the duration of all customer interactions to ensure accuracy, efficiency, compliance, and resolution.</p> <p>Advisers are also required to exercise judgement alongside sound process knowledge and effective questioning techniques, to understand the potentially complex needs of customers and establish the most appropriate course of action.</p> |

| | |
|--|---|
| Stakeholder engagement | <p>Engage and develop professional relationships, providing advice and guidance to the Police, SENCO's, Health authority as well as to clients, general members of the public and Businesses.</p> <p>Establish and maintain effective and collaborative working relationships with colleagues, managers, and officers across the authority to enhance service outputs and customer experience.</p> <p>There will be daily contact with members of the public, professionals, and colleagues from across the business, requiring postholders to share their specialist knowledge, seek solutions and offer support that ensures continuity of service, consistent standards and customer satisfaction.</p> <p>Encourage and support channel shift and self-help.</p> |
| Knowledge / skills / experience | |
| <p>Qualifications Essential Educated to GCSE Grade C and above or equivalent and/or relevant experience. Evidence of work related continuing professional development.</p> <p>Desirable Relevant Degree or equivalent.</p> <p>Experience Essential Experience of working in operational services and delivering customer-led services to multi-channel customers.</p> <p>Ability to influence officers, members, and partners to the importance of customer service.</p> <p>Desirable Previous experience or subject matter knowledge is not essential, however strong competency of the key behaviours is essential.</p> <p>Knowledge Essential Understanding customer service technologies and how to use them effectively.</p> <p>Postholders will receive ongoing training and support to remain proficient in the role inclusive of support and assistance to deal with difficult contacts and/or emotionally challenging scenarios. There will be a continuing requirement for the post holder to drive their learning opportunities with the latest practices, information and guidance inclusive of key procedures, legislation and standards and how to apply them to each contact received.</p> <p>Skills Essential Understand customer service values, equality and diversity and customer inclusion in delivery. An ability to motivate and empower others, positive team member as well as an ability to work on own initiative.</p> | |

Good communicator, to building strong working relationships.

Dimensions of role

- The Contact Centre is situated in 5 key locations across the county and has over 300 staff. The Service take over 1.5m calls/emails/face to face/social media contacts a year for all services across the authority.
- There are 39 Customer Service and Access points/Receptions across the authority, many of which are shared with other services and partners.
- The proposal is to have one hundred and twenty Customer Service Officers across services including:
 1. People [Adults, Children's, Public Health & Housing]
 2. Place [Highways, Transport, Waste, Revenue & Benefits]
 3. Community [Regulation and Ops, Planning, Culture, Libraries, Corporate Services.
 - 4: Highways, Transport, Open Spaces, Waste, Parking, Corporate Services
- The Customer Service Officer will demonstrate knowledge of subjects, deal with issues raised by customers and stakeholders across an extensive range of areas.

Notes

| | |
|----------------------------------|---|
| Competencies / attributes | <ul style="list-style-type: none">• Customer focussed. Promotes a customer culture and role models this behaviour.• Ability to adapt to changing and sometimes conflicting priorities and different ways of delivery.• Good communication skills, including the ability to influence, negotiate and problem solve.• Positive, committed, adaptable, thorough, and confident approach.• Personal integrity, with drive and self-motivation.• Achieves the competencies set out in the Somerset People attributes framework. |
| Working conditions: | <ul style="list-style-type: none">• The role is predominately office based, with Hybrid working in line with the service requirements.• The postholder is expected to deal with challenging customers. You will need to be able to manage this regularly as part of daily contact. Should a contact become an issue, you have the option escalate.• Queries will be dealt with over the telephone and in face-to-face situations. |
| Working arrangements: | <ul style="list-style-type: none">• Ability to work in a hybrid way. |