



Role Profile

Job Title: Customer Operations Manager	Role Profile Number: CEH31
Grade: Q	Date Prepared: April 2021
Directorate/Group: Operations	Reporting to: Strategic Customer and Operations Planning Manager
Structure Chart attached:	No

Job Purpose

As the Customer Services Operations Manager you will be responsible for managing, monitoring and delivering a high performing customer service operation services that supports the Council's vision, priorities and pledges. This post will be responsible for Council's customer service operations, both front facing and contact centre as well as ancillary customer service activities such as cash handling, Swindon Emergency Assistance Fund and inbox management.

You will support your teams to engender a culture of operational excellence, focusing on innovative ways of working that ensures our residents remain at the heart of everything we do.

Key Accountabilities

- Monitor, maintain and improve the delivery of all customer service operations, ensuring the agility of staff to keep up with the real time challenges of providing our customers with a professional service.
- Manage and monitor day to day operations, including resources, across all Customer Services operations functions, including the contact centre, front facing customer services and other customer contact methods.
- Use analytical skills and techniques to translate data about customer engagement and journeys into strategic plans, and being able to design and implement those plans accordingly.
- Act as the council's expert on contact centre operations and technology, enabling other councils service to deliver against the council's Front Door telephony framework model.

- To monitor, and ensure a high quality standard of service that is flexible and accessible to Swindon Borough Council's community and to deliver and maintain that service to agreed Service Levels
- To identify and implement the best principles of customer care and equal opportunities policies, by establishing the best way of delivering services within available resources through face to face contact, telephone contact, written communication, email or other channels.
- Manage, monitor and implement a continual improvement plan which develops the way we provide our customers with the services they require.
- Manage and monitor performance against agreed standards and targets and undertake regular reviews of the services to ensure the effective operation of our telephone systems, computer systems and Customer Services Team, both on the telephone and face to face, to ensure targets and quality of service are met.
- The role will impact on the majority of residents in the Borough and in some cases the wider environment. This means that the post holder will have to adapt to demands that may be from vulnerable persons or distressing issues. In the event of emergencies, the post holder may be required to assist in distressing situations.
- Control and manage the handling of the council's most challenging customers where issues are escalated from both within the team and across the council.
- Ensure all aspects of health and safety management are delivered both in day to day working practices of the team and in our customer facing spaces. Ensure our duty of care to the public is delivered at all times, specifically focusing on those who enter our customer facing spaces.
- Control and manage the council's cash office, including monitoring and review of the distribution and receipt of cash to and from customers. This will involve managing and monitoring staff liaison with some of the council's most vulnerable clients. It will also include management and control of all elements of cash counting, banking and accounting for the cash office.
- Develop, plan and prepare the service to deliver improved performance, ensuring key performance indicators are met and exceeded. This includes the responsibility of the development and design of all processes that are connected with the customer journey as it pertains to the customer services function.
- Analyse and interpret performance against the Key Performance Indicators for reporting of those indicators on a monthly basis to Operations Leadership and Corporate Leadership.
- Ensure the service adhere to all aspects of Data Protection at all times.
- Establish and manage key relationships between customer services and other council services, ensuring they are fully embedded.

- Monitor, analyse and interpret performance and productivity across the function recommending areas of improvement for the customer and recommend areas of cost reduction through resource optimisation.
- Liaise co-operatively with the Operations management team and colleagues on all matters of operations and business development.
- Deputise for Strategic Customer and Operations Planning Manager where required.
- Collate, distribute and respond to priority requests from Elected Members about any issues they may raise.

Supplementary Accountabilities

- As a line manager, to ensure that the organisation's health, safety, equality, diversity and inclusion policies are fully implemented at all times and in all aspects of service delivery and employment.
- Adopt a collaborative and supportive approach, maintaining up to date professional knowledge and providing advice and assistance to colleagues as required.
- To support the Head of Customer Strategy & Operations in preparing, writing Cabinet/Committee reports and briefings, for the Head of Customer Strategy & Operation to present.

Knowledge & Experience

- Substantial experience of managing customer service operations in the public sector
- Knowledge and experience of customer types, customer journey mapping and customer centric design.
- Experience of using analytical techniques to translate data.
- A track record of managing high performing services
- Ability to manage and develop teams
- Knowledge of the council's case management system and associated line of business systems
- Experience of using ICT as an analytical and management tool.
- Excellent people management skills
- Able to work to tight deadlines and conflicting demands whilst demonstrating a strong commitment to quality, customer care and service delivery.
- Self-motivated and ability to make appropriate decisions using own initiative.
- Experience of work in partnership across teams, the wider organisation and external parties.
- Excellent listening, communication and interpersonal skills.
- Experience of conflict resolution.
- Experience of leading, implementing and adapting to change.

Qualifications

- Educated to HND/Diploma or equivalent and/or compensatory experience.

Decision Making

- Can make effective decisions quickly and will act on own initiative in order to resolve problems
- Shows creativity in using resources to deliver cost effective services
- Has proven results obtained through team work and individual effort
- Has corporate and political insight and consideration
- Accountable for the successful operational delivery of the services

Creativity and Innovation

- Reviews ways of working and identifies opportunities to improve the quality of work of the team
- Identifies creative solutions to Council wide issues and takes action to address them
- Shows creativity in using resources to deliver cost effective services, looking beyond the boundary of current service delivery
- Continually identifying, evaluating and implementing innovative new areas of partnership to maximise and enhance the benefits for the wider community

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • Between 15-20 staff <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Customer service interactions • Local Welfare service • Cash, banking and accounting 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p>	<p>No</p> <p>Expenditure and monitoring of budget circa £750k</p> <p>Cash value up to £50k</p> <p>Contact centre telephony assets</p> <p>Facility responsibility for Customer Service spaces</p> <p>Personal IT assets</p>
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Contacts and Relationships

Working in a collaborative manner with Members, other directorates, external and internal customers, community members and other bodies that interact with this role.

Values and Behaviours

We strive to underpin our culture of being At our Best through strong management and authentic leadership. This means getting the management basics right. We own and demonstrate accountability, both individually and collectively, and aim to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours by displaying:

- Accountability at all levels
- Customer care and pride in what we do
- Continuous learning and evaluation
- Valuing one another and the contribution each of us makes

Other Key Features of the role

- Ability to lead a team providing clear direction and a motivational and inspirational environment for them to develop
- Team player capable of influencing and working within cross-functional teams
- Able to deal with ambiguity and the pace of change within local government, confidently making and standing by decisions in challenging situations and persisting with flexibility in the face of setbacks
- Having the confidence to speak out for what is best for Swindon, even when it is not easy to do so.
- Ability to make site visits throughout the Borough and attend meetings outside the Borough.

Employee Signature:	Print Name:
Date:	
Line Managers Signature:	Print Name::
Date:	