

Job Title: Customer Guide	Role Profile Number: CEN53
Grade: L Salary:	Date Prepared: October 2018
Directorate/Group: Digital services & Corporate Programmes /Resources	Reporting to: Customer Services Team Leader
Structure Chart attached:	

Job Purpose

To support the residents of Swindon Borough in accessing the many services provided by the council, supporting them to help themselves wherever possible. To deliver an ever evolving support service whereby we encourage and support customer to access information for themselves; adopting a digital first approach.

Supplying information in response to face to face, telephone, postal and electronic enquires from the public, Council Members and council employees

Understanding the customers' needs and signposting to relevant support services either inside or outside of the Council.

Giving information on Council Services where it's not available by another means, escalating queries and requests for work to the relevant service area.

Deal with customers who have a range of complex issues, e.g. homeless, in financial difficulty or health issues. Use intelligent questioning/negotiating skills to get to the root of the issue in order to resolve the enquiry

Key Accountabilities

- Provide splendid customer services to customers in a friendly and courteous manner at all times
- Ensure that all the Council's policies and procedures, code of conduct and regulatory guidelines are strictly complied with
- Provide continuous information to customers on how to access and set up customer "My Account"
- Open new accounts for customers according to laid down rules and guidelines
- Suggest effective ways through which the Council can promote its services and increase customer satisfaction
- Participate in marketing and awareness campaign to create customer awareness in the one stop shop
- Establish and promote cordial relationship with customers, ensuring prompt attendance to their inquiries and solving their problems to grant them maximum satisfaction

- Ensure that customers' confidential information is properly protected and only used for official purposes
- Be involved in helping customers fully complete transactions via our self-serve PC's
- Channel complex customer complaints and challenges to the right quarters for effective resolution
- Continuously update skill by participating in professional trainings, go for courses as instructed by management and be willing to contribute acquired knowledge to the development of our Customer Services
- To answer calls from customers, using ACD Call Centre technologies.
- To maintain customer service standards by answering customers telephone calls, emails and welcoming them in the building promptly, being courteous, welcoming and professional at all times.
- Once the customers' needs are understood, give them the support and confidence to self-serve to answer their own query or by using Council equipment with a view to using their own where possible in the future.
- Where the customer is unable to self-serve even with your support, you will provide a clear and concise response to enquiries and ensure all information given is correct and accurate in response to the customer enquiry.
- To refer unresolved actions to the Customer Operations Manager, Business Support Unit or other area as per pre-defined process.

Supplementary Accountabilities

- Contribute, with ideas and suggestions, towards Customer Service improvements and surveys

Knowledge & Experience

To perform the above the following skills, knowledge, and abilities would be expected

- Effective listening skills demonstrated by the ability to listen to other people talk without interruptions, understand them and then propose solutions or make contributions based on the points made
- Have sufficient knowledge about the Council's services and respond to all inquiries accordingly
- Strong communication skills characterized by excellent writing and speaking skills
- He/she must possess excellent multi-tasking skills and be able to function under pressure
- He/she must also have excellent negotiation skills and be able to influence people
- Ability to use the computer efficiently and also learn how to use new software
- Must be patient and willing to help others in solving problems while maintaining a positive attitude at all times
- Must have a keen eye for detail and follow instructions to the letter.

Essential skills

- To respond to enquiries from customers, in a professional, timely and efficient manner in accordance with departmental standards (SLA's) and KPI's.
- Update accounts, opening and closing and changing details
- To pro-actively promote our services and encourage our self-service online offer, in line with enquirer's needs.

- To actively recognize customer needs and to progress any opportunities that are relevant to our Service Area teams to increase business.
- To obtain a high level knowledge around the systems, processes and our Services within the Council to the level of being a point of reference for queries, to being able to identify and/or resolve issues and problems.
- Develop excellent working relationships with both internal and external customers to extend own network.

Qualifications

- GSCE level C Math's and English or equivalent qualification or work experience
- NVQ level 3 in Customer Services would be desirable

Decision Making

- To follow pre-defined processes and apply pre-defined rules to situations to enable consistent decision making.

Creativity and Innovation

- To identify opportunities and recommend service improvement changes to their Customer Engagement Manager.

<p><u>Job Scope</u></p> <p>Number and types of jobs managed</p> <ul style="list-style-type: none"> • None <p>Typical tasks supervised/allocated to others</p> <ul style="list-style-type: none"> • Prioritise tasks that are allocated • Ensure accurate and quick response to customers 	<p>Budget Holder</p> <p>Responsibility</p> <p>Asset Responsibility:</p>	<p>No</p> <p>None</p>
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Contacts and Relationships

- To demonstrate how the role relates to the work of others i.e. officers, groups, committees, general public, members, partner organisations, internal and external contacts of the council.
- External contact – Customer/resident
- Internal contact – Peers and Customer Services Operations Manager

Values and Behaviours

We strive to underpin our culture through strong management and authentic leadership, this means getting the management basics right, and ensuring what we commit to individually and collectively, we own and demonstrate accountability aiming to get things right first time. Building on this we also expect everyone at SBC to demonstrate and live our organisational values and behaviours , this means in our work we are:

Connected: We put Swindon and its people at the heart of everything we do.

We display a communication and behaviour style that promotes a positive Council identity in connecting with residents, customers, colleagues and other stakeholders ensuring a partnership approach to delivering our vision. Always asking, “is what I am doing in the best interests of Swindon and its people,”?

Resilient: We are forward thinking and work smart

We seek to identify where things can be improved, ensuring this learning is embedded, evaluated and built upon through a strong approach to continuous organisational development.

Brave: We respect and work together with our colleagues and customers to achieve success

We act in an emotionally intelligent way, setting positive examples around accountability, risk and governance. This will be delivered through developing ourselves and our teams to achieve the highest possible levels of productivity and performance.

Other Key Features of the role

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