

## **Job Description**

**Post Title:** Customer Experience Specialist

**Directorate:** Integrated Transport Services

**Reports to:** Bus Station Manager

**Direct Reports:** None

**Key Relationships:** Bus Station Manager, Regional Manager, Customer Operations Manager, Bus Station Supervisor

### **Role Purpose**

As a Customer Experience Specialist, you're highly skilled at uncovering our customers' needs and delivering the best journey solutions for them. You deliver an exceptional customer experience by being knowledgeable, friendly and approachable.

You will be the first-person customers meet when they need help, so you're the person who guides them — advising, journey planning, suggesting ticketing solutions and giving customers the confidence to manage ticketing solutions themselves.

Taking ownership for resolving issues, you are relentless in delivering the best experience for the customer. Always curious, you stay on top of what's going on, ready to apply your learning. Your success is measured by the part you play in delivering a world class ticketing information service. You're proud to represent TfWM, and you get great satisfaction from helping customers get to where they want to go.

### **Responsibilities**

- Working independently in delivering an outstanding experience for customers by helping customers by proactively providing ticketing, travel and journey solutions.
- Take full ownership in helping customers and taking ownership to actively resolve complaints and following through on customer issues.
- Supporting the Bus Station Manager to review the impact any actions will have on the customer experience at Bus Stations.
- Driving the use and uptake of digital solutions by coaching customers on using digital services to support ticketing options and onward journey planning.
- Deliver against a set of challenging KPI's including customer satisfaction scores, digital uptake and increased kiosk sales.



- Have a 'One Team' approach to put customer needs first, proactively seeking solutions from other teams within the organisations, working closely with and influencing key partners and stakeholders.
- Be the first line response to ensure that systems are fully operational, reporting and resolving issues, including updating technology.
- Support the Bus Station Supervisor and Bus Station Manager to ensure the 'Swift vending machine' is functional and working.
- **Work closely with operational colleagues to report and monitor incidents of anti-social behaviour, unsatisfactory state of facilities/assets or unsafe actions of bus drivers, contractors or customers.**
- Saturday working and some Bank Holidays. There may be a requirement to work outside normal hours on occasions to meet customer demand, work deadlines, attend meetings etc.
- Working flexibly within a roster to be fully flexible to work across the West Midlands.
- To wear uniform to the required professional standard.
- To undertake any other reasonable task as requested by your line manager and/or other senior managers within the organisation.

### Person Specification

<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>					
<b>Experience</b>	E	D	App*	Int**	Other***
Delivering exceptional service in a busy customer service environment	✓		✓	✓	
Communication and interpersonal skills and the ability to work well under pressure handling high customer demand and difficult issues positively	✓		✓	✓	
Using technology i.e tablet devices and electronic ticketing terminals	✓		✓	✓	
<b>Skills/Knowledge/Abilities</b>	E	D	App	Int	Other
A good working knowledge of the geography and public transport network of the West Midlands and tourist attractions and other places of interest	✓		✓	✓	
Proficiency in Microsoft Excel, Word, Outlook and Internet Explorer	✓		✓	✓	
Good organisational skills with the ability to follow instructions.	✓		✓	✓	
Cultural sensitivity and empathy, with an ability to identify and serve the needs of a range of customers from different backgrounds and experience of helping people with mobility and other impairments, challenges, and requirements.	✓			✓	
Good I.T. skills, including Microsoft Word, Excel and Outlook.	✓		✓	✓	
<b>Qualifications/ Professional Memberships</b>	E	D	App	Int	

GCSE or equivalent		✓	✓		
Accreditation or a qualification in customer service is desirable, e.g., NVQ or apprenticeship		✓	✓		

\* Application

\*\* Interview

\*\*\* Details will be shared at interview stage

## Core Expectations

Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.

Value	Competency	Behaviour
Collaborative	Team Focused	Works as part of team, managing and leading.
	Service Driven	Customer, resident and partner focused.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

## Health and Safety

All employees have a duty to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health and safety.

## Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

## Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

## Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

## GDPR (General Data Protection Regulation)

To ensure the reasonable and proportionate protection, processing, sharing and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.

**Other**

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis