



Job Description

Post Title: Ticketing Services Team Leader

Directorate: Integrated Transport Services

Reports to: Customer Services Manager

Direct Reports: Variable

Key Relationships: Front line team members, customers of TfWM and WMCA, contractors and suppliers, public transport operators and other customer services teams, peers and colleagues.

Role Purpose

Working in our Customer Services Team, the Ticketing Team Leader (Booking Centre) will lead and manage a frontline team that handles contacts regarding Ticketing and Statutory Travel Schemes.

Coach and develop the team to ensure high levels of engagement, quality and performance at team and individual level. Ensure queries are resolved at the first point of contact wherever possible and team outputs meet agreed targets and timescales to the required quality standards set out by WMCA.

The post holder will use insight, data and information to measure progress against goals and targets. They will develop and maintain excellent relationships with wider colleagues, partners and stakeholders to meet customer needs.

Responsibilities

- Lead and manage a frontline team to deliver an excellent customer experience through telephone calls, Live chat, email and other online platforms.
- Monitor customer demand and proactively manage and allocate workloads in real-time to meet changing peaks in demand.
- Provide effective handover to the Customer Support and Customer Correspondence Teams to fulfil customer requests.
- Adopt a forward-thinking approach to planning and organising resources to meet customer demand.
- Ensure team compliance with all regulatory, procedural requirements and standards including financial procedures and GDPR.

- Manage coach and develop the team and to ensure high levels of engagement, performance and quality that delivers an exceptional customer service experience.
- Ensure the team meets deadlines and achieves Service Levels.
- Use insight, data and information to measure progress and deliver against targets.
- Develop and maintain excellent relationships with wider business colleagues, partners and stakeholders in support of the best possible customer experience.
- Oversee the teams quality including assessing & authorising team members' work.
- Handle personal workload of activities including complex and escalated matters.
- Ensure complaints and escalations are resolved as quickly and any root cause learning is acted upon to avoid repeat dissatisfaction.
- Produce high quality written communication to customers and colleagues.
- Provide supervisory cover and support to the wider Customer Services Team including working closely with all other Team Leaders and colleagues.
- Carry out WMCA supporting activities within the scope and salary of the role.

Person Specification

| <i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i> | | | Assessment Method | | |
|---|---|---|--------------------------|-------|----------|
| Experience | E | D | App* | Int** | Other*** |
| Experience of leading, coaching and developing a team in a Customer Services environment | x | | x | x | |
| Experience of managing performance through agreed goals/target and implementing remedial actions | x | | x | x | |
| Experience of working to deadlines and target to meet customer and business needs | x | | x | x | |
| Experience of handling customer requests | x | | x | x | |
| Experience of data entry and administration duties | x | | x | x | |
| Experience with customer systems like CSMs and CRMs | | x | x | x | |
| A background in the public transport industry | | x | x | x | |
| A background in a political environment | | x | x | x | |
| Skills/Knowledge/Abilities | E | D | App | Int | Other |
| Ability and skill to lead and manage a team | x | | x | x | |
| Ability to manage performance and behaviors through agreed goals/target and implement remedial actions where required | x | | x | x | |
| Ability to manage various customer workflows at any given time and be responsible for own workload | x | | x | x | |
| High level of attention to detail to understand and respond to specific customer needs | x | | x | x | |
| Ability to use insight, data and information to identify areas of service improvement | x | | x | x | |

| | | | | | |
|--|---|---|-----|-----|-------|
| Ability to produce written communication to various customer groups | x | | x | x | x |
| Ability to process (customer) data in a busy service led environment | x | | x | x | |
| Ability to develop and maintain excellent working relationships | x | | x | x | |
| Knowledge of GDPR and data protection legislation | x | | x | x | |
| Knowledge of the public transport network | | x | x | x | |
| Qualifications/ Professional Memberships | E | D | App | Int | Other |
| Education to A level standard in English | | x | | | |
| Customer Services Qualification | | x | | | |

* 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 focussed. |
| 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.

Work Arrangements

There will be a requirement to work Monday to Friday between the hours of 0800 to 1800 and Saturdays between the hours of 0800 to 1600. The role supports WMCA's approach of hybrid working which requires the post holder to work from 16 Summer Lane, Birmingham and home. There may be a requirement to work outside normal office hours on occasions to support and provide supervisory cover, meet work deadlines, give presentations, attend meetings or training etc.