



Job Description

Job Title:	Customer Relations Executive
Directorate/Team:	TfWM
Location:	16 Summer Lane
Responsible to:	Customer Relations Team Leader
Responsible for:	
Key working relationships: (internal)	Customer Relations Team Members, Team Leaders, internal subject matter experts
Key working relationships: (external)	Members of the public, MPs, Councillors

Purpose of the Post

The post-holder is responsible for investigating, researching, and resolving enquiries and complaints through high-quality written correspondence (mainly email), phone and social media responses.

Responses are prepared in-line with procedures, quality standards and targets to deliver an exceptional service to customers and stakeholders of the West Midlands Combined Authority (WMCA).

Accountabilities (Deliverables)

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Responsibilities (Duties)

- Providing exceptional levels of customer service across a range of contact channels (including emails, calls, social media) to ensure customer satisfaction and a positive public image of the WMCA.
- Investigate and respond to enquiries and complaints regarding public transport and the work of the wider WMCA ensuring a high quality, timely and efficient service to customers.
- Undertake detailed investigations and research and utilising relationships with colleagues and stakeholders to resolve enquiries.
- Prepare excellent written responses to a wide range of often complex and sensitive enquiries and complaints.
- Ensure each response is tailored appropriately to the various stakeholder groups including MPs, Councillors, and members of the public.
- Adopt a flexible approach to planning and organising own workload ensuring enquiries, complaints and other workstreams are prioritised to meet all individual targets and quality standards as well as those set for the team.
- Translate outcomes of research and investigations into high quality (usually written) responses that communicate complex information in a succinct, easy to understand way tailored to individual customers.
- Responsible for a personal caseload of enquiries ensuring responses comply with quality and performance targets and escalate enquiries to the Customer Relations Team Leader as required.
- Support the Mayoral Office and WMCA leadership team in resolving of Customer enquiries.
- Identifying the root causes of complaints and overseeing the completion of any follow up activity relating to this Customer contact, taking ownership to ensure we deliver on our promises.
- Maintain customer confidentiality and ensure compliance with data protection legislation and internal procedures in relation to personal information.
- Record all activities and communications in our Customer Relations Management system (CRM) and keep other systems and databases up to date in a time critical environment.

- Taking a proactive approach to maintaining a comprehensive knowledge of the work of WMCA, its services, policies, and procedures
- Attend meetings and contribute to workstreams outside the Customer Relations Team which will inform the work of the Team and ability to respond to Customer enquiries.

Strategic

- Ensure a clear knowledge and understanding of team objectives and priorities within the WMCA's Annual Business Plan and how the individual role will contribute to achievements.

People

- Develop effective internal and external relationships to resolve enquiries in a timely and efficient manner.

Operational

Financial

Other

- The duties and responsibilities in this job description are not exhaustive. The jobholder may be required to undertake other duties within the general scope of either the level or nature of the post.

Person Specification (How Evidenced Key: A = Application, I = Interview, T = Testing/Assessment)

Requirements Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A	I	T
Experience of working in a multi-channel Customer Services environment	X		X	X	
Experience of handling and responding to written correspondence	X		X	X	X
Performance focused with demonstrative experience of achieving quality standards	X		X	X	
Experience of working collaboratively to achieve desired outcomes	X		X	X	
Experience of administration/data entry	X		X	X	
Skills / Knowledge	E	D	A	I	T
Ability to communicate confidently with different audiences including Councillors and Members of Parliament	X		X	X	X
Ability to identify root cause issues by reviewing sometimes detailed and lengthy complaints.	X		X	X	X
Ability to produce high-quality written responses	X		X		X
Ability to handle various customer workflows at any given time and be responsible for own workload	X		X	X	
Knowledge of the public transport network		X	X	X	
Qualification / Education / Training	E	D	A	I	T
Educated to A Level standard or equivalent experience		X	X		
Knowledge of Customer Relations Management (CRM) systems (preferably Microsoft Dynamics) an advantage		X	X	X	

Core Expectations

Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer as necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
Equality Diversity & Inclusion	Promote and champion equality, diversity, and inclusion in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	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.
Adherence to Policies	Be aware of and comply with all organisation policies.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values

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 Focussed	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.

Additional Post Requirements

Essential Car User		Politically Restricted Post		Disclosure and Barring Service (DBS)		
Yes ☐	No ☒	Yes ☐	No ☒	Standard ☐	Enhanced ☐	None ☒

Job Evaluation Details

Date Evaluated	Job Family	Level/Grade	JEP Reference
Unknown			Unknown