



Job Description

Post Title: Customer Hub Team Leader (Booking Centre)

Directorate: Integrated Transport Services

Reports to: Customer Services Manager

Direct Reports: Variable

Salary Band: SP29 to SP33

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 Customer Hub Team Leader (Booking Centre) will be responsible for leading and managing a frontline team that handles telephone calls and email booking requests from Ring and Ride and West Midlands Bus on Demand customers.

Coaching and developing to ensure high levels of engagement, quality and performance at team and individual level, our Team leader will ensure queries are resolved at the first point of contact wherever possible and that team outputs meet agreed targets and timescales and 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 and 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 and email booking requests from Ring and Ride and West Midlands Bus on Demand customers.
- 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 individuals to ensure high levels of engagement, performance and quality that delivers an exceptional customer service experience.
- Ensure the team meets deadlines and achieves Service Level Agreements, using insight, data and information to measure progress and deliver against goals and targets.
- Take the lead in developing and maintaining excellent relationships with wider business colleagues, partners and stakeholders in support of the best possible customer experience.
- Oversee the quality outputs of the team including assessment of work and authorising team members' work.
- Handle personal workload of activities including complex and escalated matters to meet different customer needs.
- Ensure complaints and escalations are resolved as quickly as possible 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 other Customer Hub Team Leaders and Senior Hub 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				
	E	D	App*	Int**	Other***
Experience					
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 including 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	Oth er
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.