



Job Description

Post Title: Customer Service Advisor

Directorate: Integrated Transport Services

Reports to: Team Leader

Direct Reports: 0

Salary Band: **SP 18 – SP 22** (pro rata for part-time)

Key Relationships: Customers, internal colleagues, Team Managers and operators of accessible/on demand services.

Role Purpose

Deliver excellent customer service to users of on demand/pre-bookable bus services such as Ring and Ride through both inbound and outbound calls, responding to emails and effective complaint handling.

Responsibilities

- Act as the first point of contact for customers of on demand services.
- Deliver a high-quality end-to-end service covering all aspects of the customer lifecycle including new customer registrations, booking journeys, travel advice, aftercare and complaints.
- Ensure bookings made and information given are accurate to ensure great customer satisfaction and safety.
- Use a range of digital systems to book journeys and record customer interactions ensuring accuracy and compliance at all times.
- Ensure appropriate real-time safeguarding and customer care when a journey has not been fulfilled and escalate issues through agreed protocols.
- Liaise with the service provider to arrange alternative transport as required.
- Adopt a flexible approach to planning work and ensure work demands are prioritised to meet targets.
- Support customers to use self-service options including the booking app by guiding them through registration and booking process.
- Handle email requests for information as required.

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					
Customer Service or Call Handling Experience	X		*	**	
Responding positively to customer complaints and dissatisfaction	X		*	**	
PC literate with experience of using customer systems or databases an advantage	X		*	**	
Experience of working in the public transport industry would be an advantage but not essential		X	*		
Skills/Knowledge/Abilities	E	D	App	Int	Other
Ability to handle customer telephone calls with a first-time resolution approach	X		*	**	
Ability to handle and process (customer) data in a busy service led environment	X		*	**	
Ability to handle customer complaints	X		*	**	
Knowledge of GDPR and data protection legislation		X	*		
Knowledge of the geography of the West Midlands		X	*		
Qualifications/ Professional Memberships	E	D	App	Int	Other
Education to GCSE level	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 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 for 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 (West Midlands Combined Authority) 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

Our booking centre is open Monday to Friday 0800 – 1800 and Saturdays 0800 – 1600.
Our Customer Services Advisors work as part of roster covering various shifts within these times.