



## Job Description

<b>Job Title:</b>	Customer Experience Specialist
<b>Directorate/Team:</b>	Integrated Transport Services
<b>Location:</b>	Tfwm Bus Stations
<b>Responsible to:</b>	Bus Station Manager
<b>Responsible for:</b>	None
<b>Key working relationships:</b> (internal)	Bus Station Manager, Regional Manager, Customer Operations Manager, Bus Station Supervisor
<b>Key working relationships:</b> (external)	Bus Station Manager, Regional Manager, Customer Operations Manager, Bus Station Supervisor

### Purpose of the Post

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

You will be the first-person customers to 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 to resolve 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.

### Accountabilities (Deliverables)

- Deliver exceptional customer service and journey planning support.
- Achieve key performance indicators (KPIs) such as customer satisfaction, digital ticketing uptake, and kiosk sales.
- Ensure customer issues are resolved promptly and effectively.
- Promote and support the use of digital ticketing and journey planning tools.
- Maintain operational readiness of customer-facing systems and vending machines.

### Responsibilities (Duties)

- **Strategic**
  - Support the Bus Station Manager in evaluating decisions to enhance customer experience.
  - Drive the adoption of digital solutions for ticketing and journey planning.
  - Align efforts with organisational goals to improve customer satisfaction and operational efficiency.
- **People**
  - Deliver exceptional customer service by proactively assisting with ticketing and travel solutions.
  - Take ownership of customer complaints, resolving issues effectively.
  - Collaborate with various teams, stakeholders, and partners to improve service delivery.
- **Operational**
  - Ensure systems are fully operational and promptly report technical issues.
  - Support the maintenance and functionality of the Swift vending machine.
  - Monitor and report incidents, including anti-social behaviour and facility conditions.
  - Maintain uniform standards for professional presentation.
- **Financial**
  - Drive kiosk sales and contribute to revenue targets.
  - Optimize digital uptake to enhance efficiency and cost-effectiveness.
- **Other**
  - Work flexibly, including Saturdays, some Bank Holidays, and occasional extended hours.

- Adapt to a rotating roster to support bus stations across the West Midlands.
- Perform any additional tasks assigned by line managers or senior leadership. The duties and responsibilities in this job description are not exhaustive and 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)**

<b>Requirements</b> Candidates/post holders will be expected to demonstrate the following:	<b>Essential / Desirable</b>		<b>How Evidenced ?</b>		
	<b>E</b>	<b>D</b>	<b>A</b>	<b>I</b>	<b>T</b>
<b>Experience</b>					
Delivering exceptional service in a busy customer service environment	X		X	X	
Communication and interpersonal skills and the ability to work well under pressure handling high customer demand and difficult issues positively	X		X	X	
Using technology i.e tablet devices and electronic ticketing terminals	X		X	X	
<b>Skills / Knowledge</b>	<b>E</b>	<b>D</b>	<b>A</b>	<b>I</b>	<b>T</b>
A good working knowledge of the geography and public transport network of the West Midlands and tourist attractions and other places of interest	X		X	X	
Proficiency in Microsoft Excel, Word, Outlook and Internet Explorer	X		X	X	
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.	X			X	
Good I.T. skills, including Microsoft Word, Excel and Outlook.	X		X	X	
Good organisational skills with the ability to follow instructions.	X		X	X	
<b>Qualification / Education / Training</b>	<b>E</b>	<b>D</b>	<b>A</b>	<b>I</b>	<b>T</b>
GCSE or equivalent		X	X		
Accreditation or a qualification in customer service is desirable, e.g., NVQ or apprenticeship		X	X		

**Core Expectations**

<b>Health, Safety &amp; Wellbeing</b>	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.
<b>Equality Diversity &amp; Inclusion</b>	Promote and champion equality, diversity, and inclusion in all aspects of the role.
<b>Learning &amp; Development</b>	Participate in and take responsibility of any learning and development required to carry out this role effectively.
<b>Performance Management</b>	Actively engage in the performance management process and take responsibility for managing performance outcomes.
<b>GDPR</b>	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.
<b>Adherence to Policies</b>	Be aware of and comply with all organisation policies.

<b>Other</b>	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.
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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
<b>Collaborative</b>	Team Focussed	Works as part of team, managing and leading.
	Service Driven	Customer, resident, and partner focussed.
<b>Driven</b>	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
<b>Inclusive</b>	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
<b>Innovative</b>	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 <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>

Job Evaluation Details			
Date Evaluated	Job Family	Level/Grade	JEP Reference