



## Job Description

<b>Job Title:</b>	Customer Services Advisor
<b>Directorate/Team:</b>	Integrated Transport Services
<b>Location:</b>	16 Summer Lane or other site/location
<b>Responsible to:</b>	Team Leader
<b>Responsible for:</b>	0
<b>Key working relationships:</b> (internal)	Customers, internal colleagues and team managers.
<b>Key working relationships:</b> (external)	

### Purpose of the Post

Working in our busy Customer Service team, answering telephone calls and resolving customer enquiries, delivering an excellent customer experience every time.

### Accountabilities

- Act as the first point of contact for customers, resolving telephone and digital enquiries efficiently while delivering a consistently high-quality customer experience.
- Provide accurate and compliant information across WMCA transport products and services, ensuring customer records and interactions are correctly captured using approved systems.
- Achieve first-time resolution wherever possible, meeting agreed performance targets, quality standards, and customer satisfaction measures.
- Work collaboratively with internal teams and external service providers to resolve customer issues promptly and effectively.
- Support service efficiency by promoting self-service options, contributing to value for money, and flexibly supporting other customer service activities as required.

### Responsibilities

#### Strategic

- Deliver a positive outcome first time for the customer wherever possible, ensuring targets and quality standards are met
- Support customers to use self-service options including the website, apps, and other digital platforms (supports digital transformation and demand management)
- Ensure accuracy and compliance at all times when resolving enquiries and recording interactions
- Work flexibly and with integrity to meet the needs of the WMCA and the Integrated Transport Services function.

#### People

- Act as the first point of contact for customers contacting WMCA by telephone
- Deliver high-quality customer support across a wide range of transport products and services (Metro, Swift, ticketing, travel concessions, etc.)
- Liaise with service providers and internal teams as required to resolve customer enquiries
- Support customers in understanding services and navigating available options

#### Operational

- Use a range of digital systems to resolve enquiries and record customer interactions
- Handle customer enquiries across multiple transport services and support channels
- Handle email requests and administrative tasks within the scope of the role

### Financial

- Promote and enable self-service options to reduce avoidable contact and operational costs
- Resolve customer enquiries first-time to minimise repeat contact and inefficiency
- Ensure accurate handling of ticketing, concessions, and travel-related enquiries to reduce revenue loss or service errors

### Other

- Maintain accurate records of customer interactions
- Adhere to quality standards, data protection requirements, and organisational procedures
- Adapt flexibly to support changing service demands within agreed role scope
- Represent the WMCA in a professional manner.
- Undertake such tasks as may reasonably be expected commensurate with the scope and level of the role.

## Person Specification

Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
	E	D	A*	I*	T*
<b>Experience</b>					
Customer Service or Call Handling Experience	X		X	X	
Responding positively to customer complaints and dissatisfaction	X		X	X	
PC literate with experience of using customer systems or databases	X		X	X	
Experience of working in the public transport industry would be an advantage but not essential		X	X		
<b>Skills / Knowledge</b>					
Ability to handle customer telephone calls with a first-time resolution approach	X		X	X	
Ability to handle and process (customer) data in a busy service led environment	X		X	X	
Ability to handle customer complaints		X	X	X	
Knowledge of GDPR and data protection legislation		X	X		
Knowledge of the geography of the West Midlands		X	X		
<b>Qualification / Education / Training</b>					
Education to GCSE level	X		X	X	
Customer Services qualification		X	X		

\*Key: A = Application, I = Interview, T = Testing/Assessment

## 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 so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
<b>Equality &amp; Diversity</b>	Promote and champion equality and diversity 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>Matrix Working</b>	Work in a matrix way when required by actively collaborating across traditional boundaries—such as directorates, functions, or geographic areas—to achieve shared goals. Depending on your role, you may contribute to multiple projects or workstreams, often working alongside different teams and leaders.
<b>Business Continuity</b>	All staff should actively participate in business continuity training and exercises when required, ensuring they understand and follow business continuity plans and procedures to maintain organisational resilience during disruptions.
<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.

### Values

<b>Collaborative</b>	We work as one organisation, building trust, connection and shared purpose across teams and partners to create the biggest impact for our region.
<b>Inclusive</b>	Every voice matters – we create belonging, fairness and psychological safety so everyone can thrive.
<b>Innovative</b>	We think future and act smarter – embracing curiosity, creativity and continuous improvement to shape the future.
<b>Driven</b>	Focused on impact – leading with clarity, care and courage to deliver meaningful results for the West Midlands.

Our culture is built on collective leadership, where everyone plays a part in shaping how we work and succeed together. Guided by our values, we create an environment where people feel valued, supported and able to contribute their best. Through behaviours grounded in clarity, care and courage, as set out in our Leadership Statement we are making the West Midlands Combined Authority the best place to work and belong.

### Additional Post Requirements

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>

### Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family
<b>Position Reference</b>			