



ROLE PROFILE

Role Title:	Customer Services Assistant
Service:	Corporate and Customer Services, Customer Experience
Directorate:	Transformation and Resources
Accountable to:	Customer Services Team Leader
Grade:	Scale 3 – 4 (entry at scale 3, progression to scale 4 on completion of key targets)
Car Category:	None
Work Style:	Flexible Office Based Worker

Purpose of role

- To provide an efficient and streamlined service to customers of West Lancashire Borough Council and be the first point of contact for all service enquiries.
- To provide this service via telephony from the Contact Centre in Ormskirk and face to face from the Customer Service Points in Skelmersdale and Ormskirk.

Key Objectives

1	To respond to face to face, telephone and electronically delivered queries to the Customer Services section, establishing which service is required and ensuring that customer issues are resolved.
2	To provide a visible presence in the Council's Customer Service Points (CSP's), acting as "Greeters" to visitors and customers



3	To liaise and consult with management members and staff within teams to ensure service related queries/issues are dealt with in an efficient and effective manner
4	To support visitor, customers, and colleagues across the Council with the utmost professionalism and with a willingness to learn new processes and systems
5	To interpret queries/problems generated by customers and to act as their advocate in providing appropriate and timely solutions.
6	To liaise with other council staff and outside agencies / organisations as necessary.
7	To collate data as directed, ensuring the accurate input and maintenance of designated management information systems
8	When unable to resolve a query, to re-direct to an appropriate officer and to monitor that the customer receives a positive response.
9	To proactively provide feedback to customers on the status of their enquiries.
10	To check claim forms for Housing and Council Tax Benefit and verify income, capital and personal details to verification framework standards.
11	To facilitate room bookings and use of Council facilities by greeting and helping visitors and those using the facilities
12	To contribute to continual improvements in customer care by embracing all new IT and systems developments.
13	To assist in working towards service performance indicators as stated within the service performance plan
14	To have due regard for confidentiality at all times.



Scope

The post holder work as part of the centralised Customer Experience team and provide assistance to customers of the Council, acting as a first point of contact for the resolving of issues on behalf of services across the Council. The post holder will have contact with customers, visitors, Elected Members, their immediate team and service managers/ individuals from across the organisation, answering queries in a professional manner.

Work Profile

1. Strategy

The post holder is a member of the Customer Experience team and as such, will contribute to the delivery of the team's objectives which support the delivery of the wider Corporate Plan.

2. Performance

The post holder will be responsible for the successful delivery of the tasks that they have are allocated and contribute to the overall performance of the wider team.

3. Service Quality

The post holder will assist in maintaining service quality to internal customers, through the effective delivery of their allocated tasks.

4. Resource Management

The post holder does not have any line management or budgetary responsibilities.

The post holder will ensure the appropriate use of vehicles, equipment and personal protective equipment provided to them in order to undertake their own role.

5. Supervision and Management

The post holder does not have any line management or budgetary responsibilities.



6. Culture

The post holder will support the development of a positive organisational culture that is outward looking, evidence based and customer focused.

The post holder will promote equality of opportunity in the delivery of the duties of the role.

7. Communications

The post holder will be expected to communicate professionally and effectively with those contacting the Council and with internal service teams.

8. Main Contacts Associated with Principal Duties

The post holder will have contact with customers, visitors, Elected Members, their immediate team and service managers/ individuals from across the organisation, answering queries in a professional manner.

They may also handle calls and have face to face contact with other parties and external organisations.

9. Commitment

The Council's normal working week for the purposes of calculation of premium rates and enhancements is Monday to Friday 7 am to 7 pm. The Council operates a standard working week of 36 hours.

The post holder will be expected to maintain cover of the service for the hours 08.30am – 5.30pm as per the Council's flexible working hours arrangements.

They must also contribute to team meetings in order to enhance the service being provided; these may be held outside of the Contact Centre's usual opening times (up to 7:00pm) in line with the Council's flexi-time scheme.

Annual/flexi leave restrictions may be put in place in order to maintain service delivery.

10. Risk Management

The post holder will identify any risks that they encounter during the execution of their role and report these to their line manager promptly.



11. Working conditions

The post is office-based but will involve travel to other Council sites to provide support at Contact Centre points.

12. Equal Opportunities

The Council is committed to achieving equality of opportunity both in the delivery of services to the community and its employment arrangements. We expect all employees to understand and promote our policies in their work.

13. Customer Focus:

To meet the Council's Standards of Customer Care at all times.

14. Core Tasks

To undertake any other duties which may be required within the needs of the service that are commensurate with the grade.

15. Health & Safety

All employees have a responsibility for their own health & safety and that of others while undertaking their duties. Employees have a general duty to assist the Council in implementing its general statement on health & safety policy.

16. Legislation

To comply with Data Protection legislation and all other relevant and applicable statutory legislation together with Council policies and procedures

17. Training & Development

To comply with the Council's policies and practices relating to training and development, including a regular development appraisal.

18. I.T.

The post holder is expected to comply with the Council's policies and practices relating to use of I.T. and equipment.



19. Creativity

The post holder can contribute ideas relating to the tasks that they undertake, to their line manager for consideration.

20. Decisions and Consequences

The post holder will usually carry out allocated tasks and duties under the supervision of their line manager.

21. Work Context

The above duties and responsibilities do not include or define all tasks, which may be required to be undertaken by the post holder. The duties and responsibilities may vary without changing the general character of the duties or the level of responsibility entailed. These factors are reflected in the grading of the post.

22. Physical Demands

The post is normally office-based, so no unusual physical demands have been identified.



PERSON SPECIFICATION

In this section the Skills, Knowledge, Qualification and Competency requirements to perform the role to a satisfactory standard are set out. The extent, nature and level of the role holder's knowledge and skills should be specified

PERSON SPECIFICATION	Examples specific to role	Required		Method of Assessment Application (A) Interview (I), Testing (T), Reference (R)
		Essential	Desirable	
SKILLS AND KNOWLEDGE Technical knowledge and qualifications	Minimum qualification of GCSE English and Mathematics at grade C or above (grade 4-9) or (or equivalent) OR equivalent comparable work experience or the successful completion of a West Lancs Apprenticeship placement and qualification in a related subject	X		A
	Knowledge and experience of providing a customer focused front line enquiry service	X		A, I
	Experience of working with database systems to interrogate and monitor service and customer information		X	A, I
	Excellent ICT skills, including ability to use Word, Excel, Outlook and other packages as required	X		A, I
Planning and organising work	Excellent organisational skills	X		A, I
	Excellent administration skills with a high level of attention to detail	X		A, I
	Ability to work under pressure and meet multiple deadlines	X		A, I



	Ability to recognise and handle sensitive and confidential information	X		A, I
Planning capacity and resources	N/A			
Influencing and interpersonal skills	Ability to communicate effectively and remain calm under pressure	X		A, I
	Customer care / good interpersonal skills	X		A, I
	Ability to work as part of a team with a flexible approach	X		A, I
	The ability to deal effectively with vulnerable customers.	X		A, I
PROBLEM-SOLVING	Enthusiastic and positive attitude	X		A, I
Using initiative to overcome problems	Able to contribute constructive ideas to the team	X		A, I
Managing risk	Able to identify and report any risks encountered during the execution of the role	X		A, I
Managing change	Able to handle change with a resilient and positive attitude	X		A, I
ACCOUNTABILITY and RESPONSIBILITY	Able to work well with minimal supervision but also as a team player	X		A, I
Undertakes tasks without supervision	Willing to work from other customer service locations and early mornings, evenings, weekends on an out of hours rota	X		A, I
Other	Commitment to Equality	X		A, I
	Commitment to Health & Safety	X		A, I
	Satisfactory Baseline Personnel Security Standard Check	X		Document Checks (includes Basic DBS)



	The ability to fulfil all spoken aspects of the role with confidence through the medium of English language. This includes the ability to converse with ease with customers and colleagues and provide advice in accurate spoken English	X		I
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COMPETENCIES REQUIRED – All post holders must be able to comply with the Council’s Expected Behavioural Standards which include:

- **Putting customers first;**
- **Being positive and adaptable;**
- **Taking responsibility and achieving results;**
- **Working together;**
- **We do what we say we will do when we say we will do it.**

In addition, for those posts with management responsibilities the Expected Behavioural Standards will include:

- **Service delivery and change management;**
- **Financial and resource management;**
- **Leading, motivating and developing.**

Other information

- able to travel to meet service delivery requirements
- available to undertake work outside of normal working hours

Signed Line Manager	Signed Head of Service	
Print Line Manager	Print Head of Service	Date



Stage of Career Progression	Details of Requirements to meet this stage	Date of expected achievement	Date Achieved
1 – scale 3 entry level grade			
2 – scale 4			