

Role Profile

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| Role: | Customer Casework Support Officer |
| Directorate: | Customer Services |
| Salary Band: | 4 |
| Post reference: | CCS79 |
| Job Evaluation Date: | 17.4.2013 |
| Role statement of purpose: | To be the first point of contact for all customer and stakeholder enquiries, ensuring an excellent customer service is provided during every customer contact |
| Reports to: | Customer Casework Team Leader |

| | Key Role Outputs(KROs) <i>these set out what must be achieved for the post holder to be successful in the role</i> | Key Actions <i>These set out how the KROs will be achieved – the activities required.</i> |
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| 1. | Effective use of a variety of contact channels in handling customer enquiries | <ul style="list-style-type: none"> • Handle incoming enquiries via phone, email, letter, social media and any other contact channels used by TfGM • Use the most effective and appropriate contact channels available in responding to customers and stakeholders • Ensure, where required, necessary sign off is received for external communications • Ensure compliance with the provisions of the Data Protection Act with respect to the handling of personal data held for TfGM passes and permits purposes and casework complaints. |
| 2. | Handle all customer and stakeholder queries, requests and reports received to TfGM Contact Centre, via telephone or in writing | <ul style="list-style-type: none"> • Answer all incoming queries and complaints, requests and reports received via telephone or in writing, including but not limited to: travel, tickets and passes, pass applications, memberships, products, programmes, customer and stakeholder engagement • Resolve general enquiries and complaints received to TfGM's contact centre where possible, utilising knowledge base • Where necessary, transfer customers or stakeholders to appropriate internal colleagues to respond to their enquiry or complaint |

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| | | <ul style="list-style-type: none"> • Maintain information on internal colleagues contact details in order to facilitate an effective service • Utilise system based resources in answering enquiries and complaints • Maintain an up to date understanding of TfGM’s policies, procedures and systems relating to travel, tickets and passes, applications, memberships, products and programmes, in order to provide the customer or stakeholder with an immediate response wherever possible • Ensure appropriate systems are updated to record enquiries and complaints and progress against specific cases • Support the implementation and administration of Smart Ticketing processes • Develop and maintain a good understanding of technical and specialised data/information relating to all TfGM ticketing and concessionary travel schemes supported through the Customer Support team, which can then be applied via customer interaction. This includes information such as: <ul style="list-style-type: none"> ○ the eligibility criteria and procedures for issue of concessions, including legislative criteria and the TfGM Travel Concessions Scheme, and a sound knowledge of the Greater Manchester area ○ procedural information for all products and services ○ Data available in system resources |
| 3. | Logging customer feedback relating to public transport | <ul style="list-style-type: none"> • Answer incoming customer comments, complaints and feedback • Maintain an up to date understanding of policies, processes and information systems relating to customer feedback, in order to provide the customer or stakeholder with an immediate response wherever possible • Ensure appropriate systems are updated to record enquiries and progress against specific cases |
| 4. | Customer Service | <ul style="list-style-type: none"> • Ensure that the impact on the customer is considered as the priority in all decision |

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| | | <p>making</p> <ul style="list-style-type: none"> • Adopt a positive, customer focused attitude in all interaction with customers, ensuring that as a representative of TfGM you present a positive impression to all customers and stakeholders • Take personal responsibility for resolving customer and stakeholders issues where possible, or for passing to the appropriate colleague where necessary • Demonstrate customer friendly, appropriate communication styles over email, telephone, letter and all other contact channels, considering both content and tone of all communication • Demonstrate an understanding of TfGM's customers and stakeholders and their requirements and priorities, and handle queries and requests in accordance with these • Adapt communication style in order to assist customers in line with their needs • Challenge practices, processes or behaviours which are not customer focussed and continuously consider opportunities for improvements which will positively impact TfGM's customer and stakeholders experience |
| 5. | Support service for colleagues in Travelshops | <ul style="list-style-type: none"> • Respond to enquiries, complaints and requests from Travelshop colleagues relating to products and services supported by contact centre |
| 6. | Complete relevant administration processes relating to Casework Management services | <ul style="list-style-type: none"> • Process incoming incoming correspondence including complaints and enquiries. • Develop and maintain a good understanding of technical and specialised data/information relating to all TfGM ticketing and concessionary travel schemes supported through the Contact Centre, which can then be applied via customer interaction. This includes information such as: <ul style="list-style-type: none"> ○ the eligibility criteria and procedures for issue of concessions, including legislative |

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| | | <p>criteria and the TfGM Travel Concessions Scheme, and a sound knowledge of the Greater Manchester area</p> <ul style="list-style-type: none"> ○ procedural information for all products and services ○ Data available in system resources ● Utilise system based resources in managing administration via CRM Microsoft Dynamics ● Assist in the production of business intelligence reports where required |
| <p>Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i></p> | | <p>Key Actions <i>These set out how the COs will be achieved – the activities required.</i></p> |
| C1 | Ensure you comply with all organisational policies and relevant legislation: | <ul style="list-style-type: none"> ● Data Protection legislation ● TfGM Safety Management System (In particular section SMS 201 Roles and Responsibilities) ● Bus Operator contractual management ● Dignity at Work policy; ● Information assurance and security in line with Cabinet Office requirements; ● Risk management ● TfGM policies and procedures ● Equality and diversity legislation ● TfGM Vision & Values ● Act in accordance with TfGM’s behaviours and competencies |
| C2 | Any other reasonable duties as required from time to time | |

Key Interdependencies

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| Key Contacts | Customer Casework Manager Customer Casework Team leader Customer Casework Officers |
| Direct reports | n/a |
| Budgetary responsibility | n/a |
| Location | TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG |

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| Office Use Only | Updated | Updated | Updated | Updated | Updated |
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| Created | | | | | |
| By: SJ/SD | 3.5.2013 | | | | |

| Customer Support Officer <i>(Knowledge, skills and experience required at selection stage)</i> | |
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| E | Essential Experience: |
| E1 | Experience of dealing with customers or stakeholders by telephone with the ability to relay information clearly and concisely, delivering excellent customer service in all interactions |
| E2 | Excellent written skills with the ability to compose letters, emails and other correspondence using customer focussed language and tone |
| E3 | Experience of liaising with internal colleagues to resolve issues |
| E4 | Experience of working within an organisations policies and procedures |
| E5 | Demonstrable success in a target driven role |
| E6 | Experienced user of Microsoft Office and Database systems |
| E7 | Experience of handling difficult customer or stakeholder interactions and reaching a positive conclusion |
| E8 | An understanding of accessibility issues faced by customers and stakeholders (for example language, disabilities) and the ability to adopt appropriate communication methods to ensure a positive customer experience |
| D | Desirable experience: |
| D1 | Experience in a combined contact centre environment, handling incoming enquiries on a range of issues |
| D2 | Experience of using contact centre technology |
| D3 | Understanding of the public transport industry |
| D4 | Understanding of the environment in which TfGM operates, and its customers and stakeholders |
| EQ | Essential Qualifications – Technical, Vocational or educational: |
| EQ1 | Educated to GCSE or level equivalent |
| DQ | Desirable Qualifications – Technical, Vocational or educational: |
| DQ1 | A customer service qualification such as NVQ |
| EA | Essential Attributes: |
| EA1 | Able to demonstrate a passion for customer service |
| EA2 | Takes personal responsibility for resolving issues and actions arising, or for passing to appropriate person |
| EA3 | Ability to work effectively as part of a team, contributing to team objectives and supporting colleagues to deliver an effective service |
| EA4 | Proactive and solutions focused, highlights issues and suggests solutions |
| EA5 | Flexible and happy to work in a shift pattern |
| DA | Desirable Attributes: |
| DA1 | |