

Role Profile

Role:	Customer Support Officer
Directorate:	Communications and Customer Services
Salary Band:	4
Post reference:	CCS50
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 Support 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>
1.	Effective use of a variety of contact channels in handling customer enquiries	• 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
2.	Handle all customer and stakeholder queries, requests and reports received to TfGM Contact Centre, via telephone or in writing	• Answer all incoming queries, 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 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 • Maintain information on internal colleagues contact details in order to facilitate an

		effective service • Utilise system based resources in answering enquiries • 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 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: ○ 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	• 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	• Ensure that the impact on the customer is considered as the priority in all decision making • 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	• Respond to enquiries and requests from Travelshop colleagues relating to products and services supported by contact centre • As directed by the Team Leader, ensure ticket stocks are maintained, trigger points for re-orders are identified and adequate stock levels maintained • As directed by the Team Leader, undertake checks on all stocks to meet audit requirements
6.	Complete relevant administration processes relating to contact centre services	• Process incoming post relating to travel, tickets and passes, applications, memberships, products and programmes. • Assist in the administration of TfGM's corporate ticket sales, Travel Voucher membership, Cycle Scheme membership, TfGM's refund process, TfGM's pass withdrawal scheme and any future processes that are acquired under the Customer

		Support remit • 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: ○ 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 • Utilise system based resources in managing administration • Assist in assessment preparation for disability ENCTP applications • Administer renewals of ENCTP passes • Assist in the production of business intelligence reports where required
7.	Working Pattern	• Work flexibly on a rota system across all hours that the contact centre operates
Compulsory Outputs (COs) <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 COs will be achieved – the activities required.</i>
C1	Ensure you comply with all organisational policies and relevant legislation:	• 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	
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Key Interdependencies	
Key Contacts	Customer Services Manager Customer Support Team leader Customer Relations Officers
Direct reports	n/a
Budgetary responsibility	n/a
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG

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By: SJ/SD	3.5.2013				

Customer Support Officer <i>(Knowledge, skills and experience required at selection stage)</i>	
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	