



TRAFFORD
COUNCIL

Customer Service Advisor – Contact Centre

Role Profile

Service:	Strategy and Resources Directorate (Customer Service, Libraries and Culture service – Access Trafford)
Band:	Career Graded –Band 1 (Apprentice) to Band 4 (Appointment and progression will be based upon qualifications, experience and achieving required competency levels)
Reporting to:	Customer Service Supervisor
Responsible for:	N/A

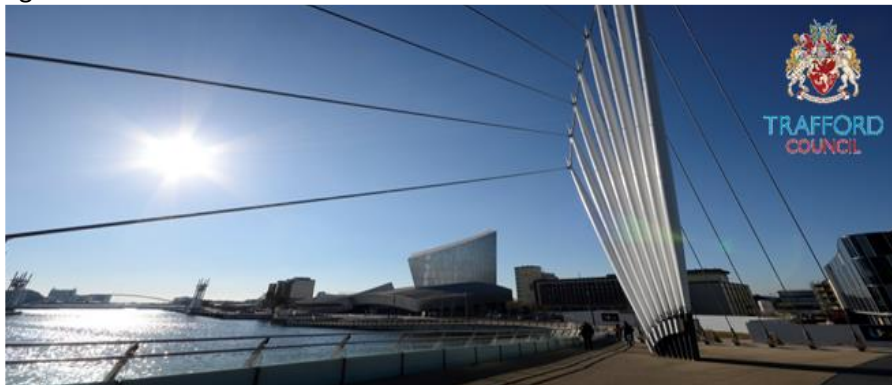
About Us

Trafford is a great place to live, work, learn and visit. From its leafy suburbs, to its more urban areas, the borough takes pride in its strong, diverse communities, its cultural and sporting heritage and its position at the heart of the region’s economic powerhouse.

Trafford Council and its partners in the public, private and third sectors have a Vision which sees us working together to close inequality gaps and maximise Trafford’s huge potential.

Our vision: Trafford – where all our residents, businesses and communities thrive

At the heart of our vision is a common cause – we want to make Trafford a better borough. We want to make it a place where everyone has a chance to succeed and where everybody has a voice. Through our new vision, we are making a commitment to work together across different services and agencies to make the best use of our resources.



Our Culture

Trafford Council employs around 2300 non-school members of staff and as one of the biggest employers in the borough, we work hard to make Trafford Council an employer of choice. We care what you think and believe you are more than just a job role. We have a great benefits’ package and a real focus on your health and wellbeing, as well as extensive learning, succession and development opportunities.

For us, it’s not just about *what* we achieve as an organisation, but *how* we do it. Therefore, all employees are expected to display our **EPIC** values.

At Trafford Council we are **EPIC**

We EMPOWER – We inspire and trust our people to deliver the best outcomes for our customers, communities and colleagues.

We are PEOPLE CENTRED – We value all people, within and external to the organisation and give those around us respect. We will act with honesty and integrity in all that we do, and create an environment that enables everyone we work with to thrive and succeed.

We are INCLUSIVE – We are committed to creating an environment that values and respects the diversity and richness differences bring

We COLLABORATE – We build relationships, collaborate; treat people as equal partners and work together to make things happen.

About the Role

This Role Profile outlines the key tasks you will be expected to perform to give you an understanding of a typical day and the key activities that you will be expected to deliver or contribute to the delivery of.

The 'About You' section explores what qualifications, experience, skills and knowledge you will need for the role.

We are a values-based organisation, and you will need to reflect our values, as well as the requirements in 'About You' in your application.

Overview

The Access Trafford Contact Centre is in the Customer Service, Libraries and Culture service which sits within the Strategy & Resources Directorate. Access Trafford Contact Centre is for many residents the first point of contact with the Council. The Contact Centre handles 1000's of calls and emails each month from our residents and stakeholders. This is a busy department that provides a front-line service dealing with inbound calls, emails, and social media enquiries. You will be working within a fast-paced Call Centre environment dealing with enquiries for Council Services including - Council Tax, Benefits, Planning, Elections, Blue Car Badge, Adult Social Care and Libraries, providing accurate advice and signposting to enable customer query resolution at the first point of contact.

Your Main Priorities

- Delivering high quality customer service to service users within a Contact Centre environment, in accordance with corporate customer care standards.
- Providing information, advice and guidance in a timely and efficient manner, covering a range of Council Services including:
 - Housing Benefit
 - Council Tax
 - Pest Control
 - Blue Car Badge
 - Initial assessment for Adult Social Services
 - Libraries
 - Planning
 - Emergency calls
 - Elections
 - Housing and Council Tax Recovery
 - Housing Benefit and Council Tax call back service
 - Tree Unit
 - Corporate Complaints
 - General Council enquiries

- Financial Assessments (community and residential)

Key Duties

- Delivering customer service on a day-to-day basis within a Contact Centre environment, in accordance with agreed policies, procedures and strategies.
- Providing high levels of customer care, over the telephone, by e-mail, web access and social media.
- Delivering scripted and non-scripted Council and other information services using relevant computer-based systems on a day-to-day basis, updating customer records on systems, and where required gathering information and evidence for council departments.
- Resolving customer enquiries by providing detailed advice using a variety of sources within the service point, including computer-based systems as well as liaising with Customer Service Specialists to ensure that customer requirements are met.
- Being aware of the Contact Centre Performance Targets and taking responsibility for individual targets and progressing to achieve performance targets, whilst ensuring excellent customer care for internal and external service users.
- Promoting the services and products offered to the community which ensures that the service is seen as a first choice of access for communities and individuals.
- Taking an involved role in team meetings and one-to-one meetings to ensure the continual improvement of the service is delivered to customers and the working environment.
- Undertaking any other duties that commensurate with the grade which may be from time-to-time required by management.

About You

Qualifications and Professional Development

The grading of the post will depend on the qualifications, experience and knowledge of the post holder. These are set out below. Appointment to a band will depend on experience and subsequent progression will be assessed as part of the EPIC You Check-in process.

Apprentice – Band 1 (Level 2 or level 3 apprenticeship qualification)

- GCSE English and Maths (Grade A-C or 4-9) or equivalent (Level 2 Functional Skills in English and Maths) or willingness to obtain this as part of the apprenticeship.
- Commitment to undertaking the apprenticeship training framework and any in-house training and development.

Band 3 (inclusive of the above)

- GCSE English and Maths (Grade A-C or 4-9) or equivalent (Level 2 Functional Skills in English and Maths)
- Recognised level 3 apprenticeship or equivalent qualification in a customer service-related field.
- Willingness to continually improve and update skills and knowledge.

Band 4 (inclusive of the above)

- Completed to a good standard all relevant internal and external training required to fulfil all aspects of the Band 3 role with minimal supervision
- Successful completion of knowledge test which will include testing knowledge of band 4 competencies described below

Experience and Knowledge

Apprentice (Band 1)

- Understanding of the role the Access Trafford Contact Centre provides to the residents of Trafford
- A basic understanding of the Blue Car Badge scheme
- IT literate with a good understanding of Microsoft Word, Excel and email

Band 3 (inclusive of the above)

- 12 months' experience working in a Customer Service environment
- Experience of working within a team in order to achieve a collective goal
- Good literacy and numeracy skill to undertake and produce clear calculations, letters and other documentation
- Dealing with correspondence verbally and in writing

Band 4 (inclusive of the above)

- Demonstrable previous relevant experience at Band 3 level
- Experience of using financial systems, processes and procedures
- Experience of working in a team and achieving or exceeding individual and team performance targets
- Experience resolving complex queries
- Developed knowledge and experience of managing calls/queries in at least 5 different service areas – 3 of which are classified as 'complex' due to the nature of queries and emotional intelligence needed
- Successful assessment of knowledge and Customer Care skills
- Experience of communicating with a wide range of audiences, using appropriate communication channels to provide information, which is clear, concise and effective
- Detailed knowledge of the requirements of Data Protection & GDPR across all platforms
- Experience of continually working to a high standard in a pressurised environment

Skills and abilities

Apprentice (Band 1)

- Ability to provide a good level of customer care to all customers
- Ability to communicate effectively with all customers, including written, verbal and electronic
- Ability to adapt to change in order to provide new products to customers
- Ability to work well as part of a team and on own initiative
- Ability to operate standard ICT software applications

Band 3 (inclusive of the above)

- Good interpersonal and communication skills written and verbal; effectively communicating with a range of customers via phone, email
- Ability to establish effective working relationships with customers and colleagues at all levels
- Customer focused approach to service delivery and providing high levels of customer care in a pressurised environment
- Experience of working in a team and achieving collective goals
- Flexible and adaptable to change in order to provide new services and products to customers
- Competent ICT and keyboard skills; using a range of office applications, software packages and systems
- Committed to fairness and equality and sensitive to the needs of others

Band 4 (inclusive of the above)

- Successful completion of knowledge test and customer care standards
- Excellent communications skills with the ability to communicate effectively with all customers and present information in a format easily understood and tailored to audience, including written, verbal and electronic
- Ability to handle situations with sensitivity, tact and diplomacy
- Able to resolve a range of complex queries at first point of contact and effectively signposting customers (internal and external) to the correct person or team

- Ability to focus clearly to achieve defined results and good outcomes for customers over a range of service areas
- Have a clear understanding of the organisational structure
- Proficient ICT skills using relevant systems and processes
- Ability to work on own initiative, organising and prioritising work to meet deadlines and changing priorities
- Can demonstrate and active involvement of the mentoring of junior staff

Special Conditions

- Being flexible and working on a rota basis; covering the core hours of the Contact Centre opening time of 9.00am-5.00pm, as well as working from different locations within the Council, sometimes at short notice.
- DBS required.

Date prepared/revised	13/05/24
Prepared/revised by	L Boubrahmi
Job Evaluation	August 24 (R Pollard)

Health and Safety

To operate safely within the workplace with regard to the Council's health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and that of other employees.

Equalities & Diversity

To work within the Council's Equalities and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

Customer Care

To continually review, develop and improve systems, processes and services in support of the Council's pursuit of excellence in service delivery.
To recognise the value of its people as a resource.

Training and Development

To identify training and development needs with your manager, taking an active part in your Personal Development and Review Plan. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

Policy

To work at all times within the established policies and practices of the Council, within the framework established by the Council Constitution and associated guidance.

Information Governance

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside the Council unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holders period of employment that relates to the business of the Council and its service users and employees will remain the property of the Council. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.