

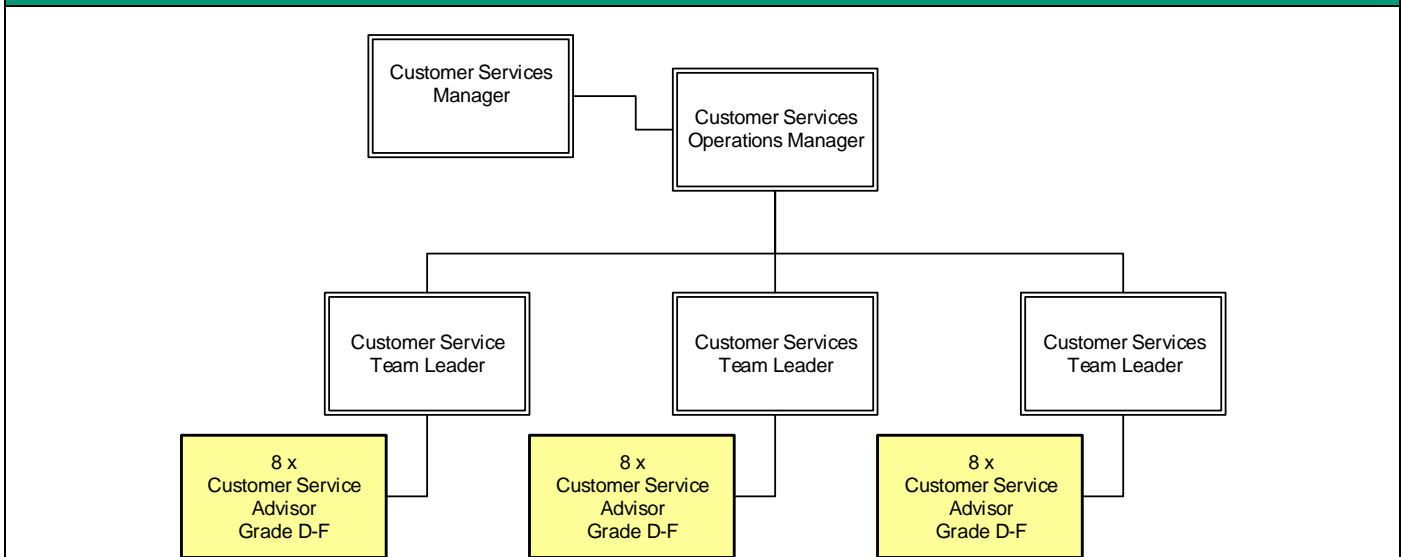
Job Description and Person Specification

Job title:	Customer Services Advisor (CSA)
Directorate:	Resources
Service:	Customer Services & ICT
Team:	Contact Centre
Post number:	04008 & 03996 & 04657
Salary grade:	D-F
Work location:	Market Street and West Street
Reports to:	Customer Services Team Leader

Job Purpose

To provide a front-line customer-focused service across multiple channels of access
 To record and respond to queries and service requests, escalating issues as necessary

Structure Chart



Main Duties and Responsibilities

The duties and responsibilities of the Customer Service Advisors depend upon their experience, skills and knowledge.

The table below shows the range of duties covered by the role and shows both the basic skills required and specialisms ranked in order of their complexity (Points are shown in brackets).

Basic					Specialisms							
Literacy	Numeracy	Email Responses	Reception	Switchboard	Children's Services (1 Point)	Concessionary Fares (1 Point)	Environmental Health (1 Point)	Libraries (1 Point)	Streetcare (2 Points)	Planning (3 Points)	Benefits (5 Points)	Revenues (7 Points)

Each CSA's grade is based upon their length of service and their knowledge and competence for undertaking these various tasks;

Grade D
Entry level

Grade E
12 months experience + 9 points

Grade F
24 months experience + 14 points

Main Duties and Responsibilities

All Customer Service Advisors, are required to;

- Provide an effective and customer-focused response to queries and service requests from the public, elected members, businesses or partner organisations both written and verbal.
- Ensure that queries and service requests are accurately and appropriately recorded and referred for action in accordance with the relevant policies and procedures and maintain an up to date knowledge of both.
- Exercise proper integrity in respect of confidential matters and to ensure compliance with the requirements of Data Protection.
- Undertake such other duties as may from time to time be reasonably required.
- Promote equality as an integral part of the role and to treat everyone with fairness and dignity.
- Recognise health and safety is a responsibility of every employee, to take reasonable care of self and others and to comply with the WBC Health and Safety policy and any service-specific procedures / rules that apply to this role.
- Adhere to the standards set out in the WBC competency framework.

Additional duties and responsibilities at Grade F

- To resolve disputes showing empathy and active listening techniques to de-escalate potentially challenging situations.
- To develop and maintain an effective working relationship with back office and to interpret and resolve service issues or queries.
- To provide service specific training and development as needed and agreed with Team Leaders.
- To support the Customer Services Management Team as required.

Scope (impact on/control of resources, people, money etc)

This role acts as the first point of contact for many of the Council's customers.

This role has no budgetary or line management responsibility.

Person Specification	
Qualifications	Essential/ Desirable
GCSE passes at grades A to C in English and Mathematics or equivalent	E
Experience	
Experience in a customer service environment	D
Additional requirements for grade E - At least 12 months experience in West Berkshire Council's customer services team	E
Additional requirements for grade F - At least 2 years experience in West Berkshire Council's customer services team	E
Knowledge and understanding	
All Customer Service Advisors	
Knowledge of Council services	D
Understanding how to deliver excellent customer service	D
Additional requirements for grade E	
Conversant with several services attaining 9 or more specialism points (See table on page 1)	E
Additional requirements for grade F	
Conversant with several services attaining 14 or more specialism points (See table on page 1).	E
Skills and abilities	
All Customer Service Advisors	
Good verbal and written communication skills combined with a professional telephone manner	E
Good literacy and numeracy skills	E
Competent with the use of computers, including; <ul style="list-style-type: none"> • Good keyboard Skills • Familiar with use of web browsers • Familiarity with Microsoft office • Ability to learn new software applications 	E
Competent with the use of telephony equipment	E
Willingness to learn	E
Ability to maintain service standards when under pressure	E
Enthusiasm for customer satisfaction	E
Ability to be flexible in work to support customer demand	D
To display a positive attitude	D
Additional requirements for grade F	
Ability to train staff and to assist with their development	E
Ability to demonstrate active listening and empathy to resolve difficult situations	E
Ability to build relationships	E

Work-related personal qualities	
Reliability	E
Accuracy	E
Enthusiasm	E
Confidence	E

Other work-related requirements	
Must be prepared to work at the West Street House office as necessary	E
This role has been identified as public facing in accordance with Part 7 of the Immigration Act 2016 and therefore the ability to fulfill all spoken aspects of the role with confidence in English will be required. Conversing at ease with members of the public, providing advice and using any specialist terminology appropriate to the role is essential for the post.	E