



Coventry City Council

## Job Description

<b>Job Title:</b>	Customer Experience Advisor	<b>Job Number:</b>	P1585D
<b>Service:</b>	Customer Services	<b>Grade:</b>	4
<b>Location:</b>	Customer Service Centre		

### Job Purpose:

1. Work as part of the Improvement and Development team to ensure that the Customer Services function delivers the organisational vision for service delivery
2. Respond to a range of enquiries through customer survey feedback, including resolution of complaints and liaising with other service areas as appropriate
3. Promote a culture where the customer is at the heart of everything we do
4. Undertake evaluation of customer service feedback in a range of methods including face to face, written and telephone. Undertake analysis to identify trends and make recommendations for service improvement.

### Main Duties and Responsibilities:

1. Deliver excellent quality customer service

Through displaying integrity and role modelling of appropriate behaviours and practices setting an example for the team as a whole.

Provide excellent customer service to the public and colleagues, seeking and clarifying customer feedback, ensuring that both positive and constructive feedback is shared with team leaders and service managers.

Take ownership of customer complaints and provide a resolution for the customer, liaising with other services as appropriate.

Actively promote a positive, forward looking, results orientated and customer focused culture.

Demonstrate personal commitment to delivering corporate messages and associated changes.

Have pride in Customer Services

2. Focus on performance

Identify and make recommendations for change to practices and processes; highlight issues that negatively affect our customers

Gather and analyse customer satisfaction data in order to identify key trends and produce statistics that reflect satisfaction metrics

Support recruitment initiatives across 'Customer' to enable us to effectively recruit the right level of staff

Manage conflicting and competing priorities effectively

Maintain a professional focus in delivering all aspects of customer service

3. Establish effective relationships

To support work with service managers to build, maintain and promote effective working relationships

Offer support, guidance and positive engagement to all members of the team irrespective of roles and responsibilities

To engage with key stake holders across 'Customer' in order to deliver feedback from customers effectively

4. Maintain a focus on change and continuous improvement

Provide feedback on service delivery to the customer service management team to help facilitate change

Carry out mystery shopping exercises across 'Customer' allowing us to identify our improvements

Use customer satisfaction data in order to recommend changes to processes and working practices enabling new initiatives to be undertaken to promote a positive culture of recognition and support

See mistakes as an opportunity to learn and make progress at a business and individual level

Demonstrate self-awareness in understand own strengths & weaknesses and explore opportunities with corporate training and quality coaching to learn and improve

5. Support the Customer Service agenda across the organisation

Take a customer view in considering new initiatives

Support in the implementation of strategies to enable organisational change

Engage where appropriate in corporate initiatives and projects to ensure that customers are at the heart of organisational thinking

Engage positively with customers where appropriate to facilitate the best outcome possible acknowledging organisational constraints where they exist

- Any other duties and responsibilities within the range of the salary grade.

The post holder must comply with Coventry City Council's health and safety policy and in particular is required:-

- To take reasonable care for their own health and safety at work and of those who may be affected by their actions or by their omissions
- To cooperate with their line manager and senior management, to work safely, to comply with health and safety instructions and information and undertake appropriate health and safety training as required
- Not to intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare
- To report to their manager any health and safety concerns, hazardous condition or defect in the health and safety arrangements.

**Any further Health and Safety responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars**

The post holder must comply with the Interagency procedures of the Safeguarding Boards and Coventry City Council's policies for safeguarding children and safeguarding adults and in particular is required:-

- To ensure they are aware of the signs that may suggest a child or vulnerable adult is being abused or neglected
- To report to their manager, or other appropriate manager, any concerns they may have that suggest that a child or vulnerable adult may be being abused or neglected immediately

**Any further Safeguarding Board responsibilities relevant to this post will be set out in the offer letter and Written Statement of Particulars**

Post holders will be accountable for carrying out all duties and responsibilities with due regard to the City Council's Equality, Diversity and Inclusion Policy.

Duties which include processing of any personal data must be undertaken within the corporate data protection guidelines.

**Responsible for:** N/A

**Responsible to:** Customer Experience Manager

**Date Reviewed:** July 2020

**Updated:**

<b>Core Behaviours</b>		<b>Level</b>	
Being adaptable	Responding flexibly to circumstances and being prepared to adapt your approach in a rapidly changing environment	2 – Acts flexibly in the moment	<ul style="list-style-type: none"> <li>• Adapts to needs of a situation/individual choosing the most appropriate approach</li> <li>• Shifts their focus in line with current circumstances</li> </ul>
Customer service	Focusing relentlessly on the customer experience and ensuring that the services provided are responsive to internal and external customer needs	2 – Builds on-going relationships to consult & engage with customers about the services they receive	<ul style="list-style-type: none"> <li>• Builds relationship with customer to gain deeper insight about their needs</li> <li>• Supports &amp; enables customers to understand their choices and make appropriate decisions even when this may be difficult to do so</li> <li>• Acts on feedback to change or</li> </ul>

			develop services to better meet customer needs
Always improving	Taking accountability for driving excellence and delivering results; applying a continual focus on improvement within the context of increasing efficiency and improving productivity	2 – Makes continual improvements	<ul style="list-style-type: none"> <li>Consistently asks 'can we do this better'? - seeking to identify &amp; implement innovative approaches but always evaluating activities to determine how they are adding value</li> <li>Proactively makes changes to improve performance with a focus on best practice, customer outcomes and most efficient use of money &amp; resources.</li> </ul>
Working together	Working together across teams, services and organisational boundaries to deliver services for the citizens of Coventry	2 – Brings together colleagues/partners around a specific issue/problem	<ul style="list-style-type: none"> <li>Actively seeks out ideas from others to develop the best solution</li> <li>Brings others together to solve problems/issues</li> </ul>
<b>Additional Behaviours</b>			
Building Support	Convincing others, communicating with impact, and skilfully influencing to build support for change	2 - Considers best approach for engaging their audience around an issue	<ul style="list-style-type: none"> <li>Considers what will appeal/make sense to the particular audience, e.g. considers others interests, cultural differences etc.</li> <li>Prepares for others' likely reactions in deciding how to present or communicate most effectively</li> </ul>
Understanding how we work	Analysing and understanding the cultural, political and stakeholder context in which you are operating in order to decide on the best approach to getting things done	2 - Understands how decisions are made and where to find the information they need to get the job done	<ul style="list-style-type: none"> <li>Recognises the way things work and how things have customarily been done in Coventry &amp; uses this to consider their approach</li> <li>Understands the role of members and the political decision making process</li> <li>Knows who they key stakeholders are and what their role is within their Council and its partners</li> </ul>



Coventry City Council

## Person Specification

<b>Job Title:</b>	Customer Experience Advisor	<b>Job Number:</b>	P1585D
<b>Service:</b>	ICT, Transformation and Customer Services	<b>Grade:</b>	4
<b>Location:</b>	Customer Service Centre		

Area	Description
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<b>Knowledge:</b>	An awareness of and a commitment to customer care
	Working in a customer service environment
	Communication skills to be able to establish effective working relationships within the team and with customers
	Knowledge of equal opportunities and diversity
	Knowledge of services the Local Authority deliver

<b>Skills and Abilities:</b>	Ability to drive high standards
	Build effective relationships and resolve conflict
	Supportive and empathetic
	Excellent verbal communications skills
	Proficient ICT skills, including all Microsoft packages
	Ability to contribute towards the strategic planning of the Section
	Ability to analyse service data
	Able to build collaborative relationships with colleagues
	Ability to continuously learn new processes and develop appropriate skills
	Self-management skills, to enable workload organisation, prioritisation and implementation, with minimum supervision
	A systematic, methodical and accurate approach to work

<b>Experience:</b>	Evidence of personal development
	Evidence of working with different forms of data
	Working in a customer service environment

<b>Educational:</b>	Relevant experience

<b>Special Requirements:</b>	
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**Date Reviewed:** July 2020

**Updated:**