

## Job description

Job Title: Customer Service and Digital Access Advisor  
Grade: Dorset Council Grade 6  
Job Evaluation Reference: BA6032  
Job Family: Business, Policy & Administration

### Purpose and impact

1. This job role sits within the Business Improvement Department. Our service mission is: "Inspiring and creating opportunities to be better". Within the Customer Services Team this means:
  - Managing demand by helping customers help themselves
  - Using customer insight to improve services
  - Positively promoting what we do
2. The purpose of this job is to resolve as many customers' enquiries as possible at the first point of contact, to promote digital services to our customers by providing relevant information and by helping customers use these services and to identify service improvement opportunities to support Dorset Council to continually improve what it does. You will represent Dorset Council to our customers and by taking pride in what you do, you will provide great customer service and leave our customers with a positive experience of Dorset Council and what it does.

### Key Responsibilities

3. Respond to customer contact face to face, online and via telephone, with the aim of resolving as many enquiries as possible at the first point of contact.
4. Promote and provide assisted self service and digital access to customers, including the use of service terminals and kiosks, to increase digital communication and reduce in person and telephone contact.
5. Respond to customer complaints and comments, in accordance with the corporate complaints policy
6. Support the Team Leaders and Supervisors in customer services and other areas of Dorset Council to support a cycle of continuous improvement.
7. Actively use and promote the Dorsetforyou website for customer transactions and information purposes, undertaking improvement activities including but not limited to editing web pages based on customer feedback.
8. Work with the Change Team and other services to ensure systems and information are both customer focused and user friendly, including suggesting changes to bring about improvements to service delivery.
9. Ensure that where you are required to accept any form of payment, including the acceptance of cash in an approved situation, you follow the approved Audit and Cash Handling regulations.
10. Meet customer service standards, as contained in Dorset Council's Customer Charter and other relevant documents and accept and participate in quality monitoring of service delivery.
11. Ensure the service is delivered in a way which treats customers fairly at all times and is sensitive to the needs of all customers.
12. Undertake training and development as required including periodic refreshers on current legislation and procedures, systems use and familiarisation with services.



## Job description

NB: The duties and responsibilities of this post are not restrictive and the post holder may be required on occasion to undertake other duties. This will not substantially change the nature of the post.

### **Supervision and management**

13. Reporting to: Customer Service Supervisors & Digital Access Champions

### **Our behaviours**

Dorset Council has developed and embedded a set of behaviours that will form part of everything you do and you will need to be able to demonstrate them through the way you work, regardless of your role or grade within the organisation.

Full details can be found on the job website under '[Working for Dorset Council](#)'.



# Person specification

Applicants will be shortlisted on the basis of demonstrating that they fulfil the following criteria in their application form and should include clear examples of how they meet these criteria. You will be assessed in some or all of the specific areas over the course of the selection process.

Essential criteria are the minimum requirement for the above post.

## Essential

<b>Qualifications/ training/registrations</b>	
Required by law, and/or essential to the performance of the role	
1.	A benchmark of 3 GCSE's (or equivalent) including Maths and English, at Grade C or above, or able to demonstrate relevant experience
<b>Experience</b>	
2.	Previous work experience in a customer services role
3.	Use of IT systems, including CRM software, Microsoft suite of products (Word, Excel and Outlook) and service applications to retrieve, process and store information
4.	Handling customer complaints and problems to resolution
5.	Use of telephony systems
<b>Skills, abilities &amp; knowledge</b>	
6.	Excellent communications skills, both orally and in writing, using a variety of customer access channels
7.	Ability to work as part of a team, showing willingness to assist others with a commitment to meeting the objectives of a team
8.	Organising and prioritising own work load with minimal supervision
9.	Accuracy skills with an attention to detail
10.	Customer focused approach displaying tact, diplomacy, empathy and the ability to influence customers behaviour
11.	Ability to retrieve, process and store information.
12.	Displays a commitment to continuous professional development and development of the service
13.	Commitment to develop and maintain digital skills and awareness of new technology used by the public
14.	Understanding of equality standards and a commitment to maintaining those standards in service delivery.
15.	Customer care and customer service principles
16.	Awareness and understanding of Data Protection legislation and its application in customer services including the requirement for confidentiality and discretion.
17.	Use of websites and other digital media to provide services to customers
<b>Behaviours</b>	
18.	<a href="#">Respect</a>
19.	<a href="#">Responsibility</a>
20.	<a href="#">Recognition</a>
21.	<a href="#">One Team: Collaboration</a>

<b>Approval</b>			
Manager		Date	