

Job description

Job title:	Customer Advisor
Grade:	Level 1 post: Grade 5 Level 2 post: Grade 6 Level 3 post: Grade 7 Level 4 post: Grade 8 (Out of Hours role)
Job evaluation reference:	BA6102abcd
Job family:	Business Policy & Administration

Purpose and Impact

For all grades:

1. To deliver an outstanding Customer Service by effectively addressing and meeting the needs of both internal and external customers. This involves providing accurate and meaningful information, advice, guidance and support in relation to our various council services in line with scripts and guidance provided.

Additionally for Level 2 (Grade 6) posts:

2. As a Customer Advisor, you will ensure necessary processes and business owner guidance are followed, while consistently aiming to enhance the Customer experience through proactive communication and problem solving. You will streamline customer interactions, ensuring their needs are met efficiently. Additionally, you will offer easy access to services, including online options, and support council members.

Additionally for Level 3 (Grade 7) posts:

3. To deliver the front door for a specialist service using creativity and information to resolve a wider range of problems and issues for customers. This will involve guiding customers to the right option and outcome for them, using general and service guidelines and knowledge.
4. To liaise with other agencies and other interested parties in order to escalate specific issues and follow through to ensure resolution.
5. To offer and put in place the provision of services, based on an assessment of the customer needs.

Additionally for Level 4 (Grade 8) posts:

6. Working with services to design and improve training materials for out of hours services.
7. Provide oversight during overnight shifts, ensuring effective decision making and timely escalation of issues.

Key responsibilities (for all Levels)

8. To ensure the provision of effective customer services.
9. To deliver high-quality front-line customer services by meeting needs, providing accurate information, and enhancing the customer experience.



10. Answer enquiries from customers regarding specific Dorset Council service areas, Partnership organisations and District authorities in relation to the provision of services by receiving, recording, responding and researching the detail for these customers through telephone and IT systems.
11. Ensure all enquiries are explored in accordance with legislation, regulation, centre procedures, service level agreements and customer care standards.
12. Provide advice, guidance and support to customers, (including other agencies) on how to access services, listening to identify the full extent of the enquiry and assisting customers to identify issues and needs before deciding upon appropriate action.
13. Gathers, as appropriate, information on customers' circumstances and follow Dorset Council's processes ensuring the needs of the customer are met by resolving the enquiry.
14. Processing payments on behalf of Dorset Council, other authorities and Partnership organisations.
15. Completes necessary processes, documentation and transactions to ensure enquiries for service areas are accurately entered and recorded.
16. Makes decisions and escalate calls at the appropriate point, recognising the potential difficulties caused if their judgement regarding the situation is inaccurate.
17. Use IT systems to record details of actions taken and services provided. Utilise digital tools and platforms to support multi-channel enquiry handling, including webchat, online forms, and self-service portals.
18. Keep up to date with issues relating to service areas, specific changes in legislation, policy and practice.
19. Attend relevant meetings with a view of raising issues and contributing to the development of the service.
20. Ensures their knowledge of the council and its services regarding information required for the public is at an optimum, by using relevant resources in any call free time.
21. Takes responsibility for their own professional and personal development.
22. To support the processing of customer applications, by receiving and reviewing applications for services, and escalating where necessary in line with service protocols.
23. Coordinate and manage customer appointments, including scheduling, rescheduling, and issuing reminders.
24. Responsible for ensuring data quality and as such the integrity of management information through the proper use and safekeeping of data and record systems both manual and computerised.
25. Any other duties as required by the Management Team commensurate with the role.



26. Take full ownership of customer enquiries, ensuring timely, accurate, and helpful responses that reflect a commitment to service excellence.
27. Demonstrate empathy and understanding in all customer interactions, actively listening to concerns and providing reassurance and clarity.
28. Proactively encourage customers to utilise digital platforms and self-service options for future interactions, supporting the organisation's channel shift strategy.
29. Identify when enquiries require escalation to Level 3 support teams. Gather and document all necessary information to ensure a seamless handover, minimising the need for customers to repeat themselves.
30. Maintain a broad understanding of services across all directorates to effectively manage and resolve cross-functional enquiries.

Key Responsibilities (Level 2 posts):

In addition to the above, key responsibilities for Level 2 post holders include:

31. Responsible for dealing with potential customer complaints and ensuring they are handled appropriately.
32. Assists in the training and induction of other team members, participates in team meetings and contributes to the development of services for the Universal Hub.
33. Undertake customer service surveys and analysis in order to improve customer service.
34. To handle customer enquiries in face-to-face environments.

Key Responsibilities (Level 3 posts):

In addition to the above, key responsibilities for Level 3 post holders include:

35. Making informed decisions from a range of options applicable to the customers' needs and personal circumstances.
36. Consider the complexity and sensitivity of issues and exercise judgement as to pertinent causes of action, including assessments, arranging services and reviewing outcomes.
37. Use intuitive thinking where the definition of the outcome or option can be influenced in various ways depending upon the post holder's decisions.
38. Review data and identify opportunities to improve the customer experience.
39. Monitor and evaluate the effectiveness of customer service initiatives and make recommendations for improvements.
40. Maintaining resilience due to constantly handling highly emotional situations from customers.
41. Provide guidance, supervision and support to Level 1 and 2 Customer Services Officers to ensure consistent and high-quality customer service.



Key Responsibilities (Level 4 posts):

In addition to the above, key responsibilities for Level 4 post holders include:

42. As the senior staff member during overnight shifts, be able to exercise sound judgment in decision making, acting as the first point of escalation and identifying when to escalate to the on-call Team Leader.
43. Act as a gatekeeper and first responder to complaints from members of the public in relation to all out of hours services.

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.

Progression in post**Progression to Level 2:**

Subject to review and agreement with the line manager, progression to Level 2 / Grade 6 is dependent upon: the relevant business needs/requirements, the post holder meeting the Level 2 criteria set out in the job description and person specification and is vacancy dependent.

Progression to Level 3:

Subject to review and agreement with the line manager, progression to Level 3 / Grade 7 is dependent upon: the relevant business needs/requirements, the post holder meeting the Level 3 criteria set out in the job description and person specification and is vacancy dependent.

Appointment to Level 4:

Progression to Level 4 is not automatic. Level 4 posts are based in the Out of Hours Customer team only. Subject to review and agreement with the line manager, appointment to Level 4 / Grade 8 is dependent upon: the relevant business needs/requirements, the post holder meeting the Level 4 criteria set out in the job description and person specification and is vacancy dependent.

Supervision and management

Reporting to: Team Lead

Responsibility for: **Level 1, 2 and 3 posts:** No supervisory or line management responsibility

Level 4 posts: Supervisory responsibility for a designated team of Out of Hours Central Support Customer Advisors

Other factors (all posts)

44. Contacts are wide ranging and at all levels including Dorset Council staff, Councillors, members of the public, partner agencies, contractors and other agencies or local government authorities.
45. The role sits outside the council's flexible working arrangements as postholders will be scheduled to work shift patterns based on the needs of our customer and the business. There is also a requirement to work late evening as well as weekends.



46. The post holder may be required to travel and work from other office locations.

Our values

Our values act as guiding principles, defining what we believe is important in the ways we work together. Our values are Respect, Together, Accountability, Openness and Curiosity. You will need to be able to demonstrate these values in action through the way you work, regardless of your role within the organisation. Information about our values can be found on our website.



Person specification

Your application will be assessed based on your demonstration of how you fulfil the following criteria; you should include clear examples of how you meet these criteria within your application form and during the assessment process.

Essential

Essential criteria are the minimum requirement for the above post and will be assessed through a combination of your application form, assessment and interview (as specified below). We'll also use references to confirm that you meet the criteria for this role. We will require evidence of the qualifications, training or registrations listed below.

Qualifications, training or registrations Required by law or essential to the performance of the role or both	Assessed through:
1. 5 GCSEs, including English and Maths, at Grade C/4 or above with good standards of literacy, numeracy and accuracy or evidence of equivalent skills level	Application form
2. NVQ Level 2 qualification based on a relevant service specific area or customer service	Application form
Experience	
3. Experience in providing a comprehensive service to customers	Application form
4. Experience in dealing with and researching complex issues, to ensure customer satisfaction	Application form
5. Experience in IT systems including Microsoft Office, use of AI tools, emails, internet, social media, and CRM systems	Application form
6. Experience in providing a telephone-based service and assisted digital support to customers	Application form
7. Experience in handling customer problems and complaints through to a resolution	Application form
8. Experience in providing guidance and support to colleagues	Application form
9. Level 2, 3 and 4 posts: Experience of dealing with more complex customer complaints through to resolution	Application form
10. Level 3 and 4 posts: Previous experience of supervising staff	Application form
Knowledge	
11. Has a good understanding of the legislation and principles in relation to customer service	Application form Interview Assessment
12. Has knowledge of the requirement for confidentiality and discretion	Application form Interview Assessment
13. Has knowledge of key IT systems including the use of Microsoft tools, AI, social media, CRM systems and case management tools	Application form Interview Assessment
14. Has knowledge of clerical procedures and office equipment	Application form Interview Assessment
15. Has knowledge of Dorset Council or Local Government services policy and procedures	Application form Interview Assessment
16. Has a good understanding of how to deal with difficult customers	Application form Interview Assessment



17. Has a good understanding of what makes good Customer Care	Application form Interview Assessment
18. Has a good awareness of the community resources available to provide a service to Customers	Application form Interview Assessment
Skills and abilities	
19. Has evidenced an ability to promote diversity and inclusion, whilst following anti-discriminatory practice	Interview Assessment
20. Has an awareness of service specific issues and challenges, where appropriate	Interview Assessment
21. Has demonstrated previous ability to work as part of a team	Interview Assessment
22. Has effective communication skills, both orally and in writing, demonstrating an excellent telephone manner	Interview Assessment
23. Has demonstrated tenacity and creativity when dealing with customer problems	Interview Assessment
24. Has demonstrated good listening and use of initiative	Interview Assessment
25. Has demonstrated an ability to research, organise and prioritise effectively and shows good attention to detail	Interview Assessment
26. Has strong negotiation and influencing skills	Interview Assessment
27. Has demonstrated tact, diplomacy and empathy and understands the importance of using a customer centred approach	Interview Assessment
28. Has demonstrated an ability to remain calm and work under pressure, whilst showing emotional control	Interview Assessment
29. Has demonstrated confidence at work with customers from a range of personal, social and professional backgrounds and demographics	Interview Assessment
30. Level 3 and 4 posts: ability to gain a detailed knowledge of the service areas to manage complex issues	Interview Assessment
Our values	
31. Respect	Interview Assessment
32. Together	Interview Assessment
33. Accountability	Interview Assessment
34. Openness	Interview Assessment
35. Curiosity	Interview Assessment
Other	
36. Flexible approach to working patterns	Interview Assessment
37. Ability to fulfil the travel requirements of the post	Application form
38. Level 2, 3 and 4 posts: A Basic DBS check is required	Application form

Desirable

Desirable criteria will be used in the event of multiple applicants meeting the minimum essential requirements and if applicable, will be assessed through a combination of your application form, assessment and interview (as specified below). We'll also use references to confirm that you meet the criteria for this role. We will require evidence of the qualifications, training or registrations listed below.



Qualifications, training or registrations	Assessed through:
39. Any further qualifications to demonstrate digital literacy (e.g. ECDL or equivalent)	Application form
Experience	
40. Experience in working in a contact centre or customer services environment	Application form
41. Experience in undertaking customer satisfaction actions such as managing feedback and conducting surveys	Application form
42. Experience in using key customer technologies such as telephony systems, CRM, case management tools, AI tools or other	Application form
43. Level 3 and 4 posts: Previous experience of managing staff	Application form
Knowledge	
44. Knowledge of the wider context within which a specific service area operates	Application form Interview Assessment
45. Knowledge of the aims and objectives of the Universal Hub and the council's Customer Strategy	Application form Interview Assessment

Approval

Manager's job title: Team Lead
Date: August 2025

