

## Customer Experience Officer



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| Job Title            | Customer Experience Officer   |
| Business Unit        | River Clyde Homes/ Customer Services  |
| Grade:               | RCH Grade 3   |
| Reporting Structure: | Reports to the Team Leader  |
| Key Stakeholders:    | Customers; Other Members of the Management Team; Employees, Customers and Contractors; Elected Representatives. |

### Job Purpose:

The main purpose of this role is to support customers across a wide range of service enquiries from a number of different entry points including telephone, email, social media, online, face to face and webchat to name a few. The types of duties will include but not be limited to; contact centre duties, promotion of services, reception duties, written correspondence, complaint management, CCTV monitoring, self-service and promotion of the online portal, key holding and rapid response management.

You will always look to deliver a 'right first time' service, at all times offering personalised solutions and tailored responses for all of our customers and the communities in which they live.

### Key areas of responsibility (What you'll deliver):

Look to live our 'Every value's on every interaction. Be patient, friendly and empathetic when required and always look to provide a high level of care and support by always putting the customer first.

Look to achieve a high level of customer satisfaction and take real pride in serving the local community and keeping our customer safe.

- Look to provide a world class service at all times and show full engagement during staff coaching, mentoring, meetings, updates, appraisals and always follow the guidance provided by senior staff and above.
- Provide a first-time resolution when appropriate avoiding complaints and repeat enquiries.
- Ensure you complete one-line notes and two-line notes only for noncomplex and complex enquiries to ensure continual focus on productivity and efficiencies.
- Ensure all calls are always classified in both CRM and Anywhere 365.
- Ensure full ownership is taken on every enquiry and consults and transfers are completed in one transaction and not taken offline.
- Adhere fully to the RCHG service standards and escalate any issues of noncompliance to the service standards to your team leaders.
- Ensure customers are sign posted on every call where required and that all customers are provided with the very best options in relation to their enquiry.
- Keep up to date with all support services, 3<sup>rd</sup> party and internal and look to sign post customers to the service as appropriate.
- Be ready and available at all times ensuring you adhere to your schedule and ensure service levels are maintained at all times.
- Ensure quality is maintained at the very highest level possible and for all interactions you consider the impact of your actions on your colleagues, customers, and company.
- Keep all internal Tasks to a minimum ensuring you call the person / department at least twice, before sending a task. Utilise the use of Skype messaging also, before sending a task or making a call.
- Ensure all our customers are given options to self-serve and the easiest point of entry

that suits their lifestyle.

- Ensure at least one element of customer profiling is updated on every call where appropriate.
- Ensure data protection principles are adhered to on every call-in line with current GDPR across all customer entry points.
- Ensure vulnerable customers are treated sensitively and with respect at all times, aligning them to the correct service to provide the customer with adequate support services, financial or otherwise and every care is taken to ensure the customer is safe and secure and understands the benefits the support provides.
- Ensure when working in CCTV control room that you do not have any electronic devices on your person, the door remains closed at all times, access management is adhered to fully and sensitive information is responded to appropriately and respectfully.
- Look to monitor the CCTV cameras and ensure incidents are logged and paperwork is completed fully.
- Provide a flexible and adaptable service at all times always looking to aid recovery in any challenging situations whilst always considering the needs of our customers.
- Look to provide a resolution at every point of entry and keep outbound communication to other departments to a minimum where possible.
- Provide team leaders and manager with updates in relation to aiding your ability to provide first time resolution and reduce the need to contact internal departments.
- Look to ensure you work as part of a team at all times, offering support and sharing knowledge with all team members and fully support your colleagues in best practice, to deliver excellent performance results and team KPI's.
- Support your manager and team leaders to ensure systems are functioning correctly and you use the guidance provided to operate the system. Provide feedback and updates in relation to systems and guidance to aid continual improvements to the service.
- Show awareness and resilience in managing difficult customers and always look to take some time when you have had a difficult conversation. Avoid taking elements of unacceptable behaviour personally and report all instances to your manager / team leader for appropriate action.
- Ensure all incidents are managed in accordance with the guidance provided and follow strict procedures when you receive any information in relation to Incidents, Accidents and near miss situations.
- At times whilst monitoring CCTV you may be subjected to images that are disturbing and upsetting. Please consider this element of the role before undertaking the role.
- Be aware that the overall role requires you to be extremely competent in written and formal writing skills, call handling and being able to work under pressure, able to use multiple systems with multiple log ons.
- Ensure accurate, up to date comprehensive housing register information is held in line with data protection principles.
- Assist with the marketing and promotion of empty homes.
- Provide housing options support and advice, ensuring transfer of knowledge to all staff.
- Assist with the development of community links to ensure that the Association's approach to support services is understood and reflects community expectations and priorities.

**Expected behaviours/competencies (How you'll deliver): CF Level 1**

Business and Improvement Focus

Contributes to planning of targets and objectives for own team  
 Focuses personal effort on activities that contribute to improving performance and is open and receptive to new ideas and readily adopts new ways of working

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|                                 | <p>Seeks relevant advice/information from appropriate sources and offers new ideas and solutions to current challenges</p> <p>Shows enthusiasm for developing understanding of organisational challenges and solutions</p>   |
| Customer Focus                  | <p>Treats customers as individuals by dealing with them in a confident and competent manner</p> <p>Resolves customer enquiries promptly at point of contact and only refers to others when genuinely appropriate</p> <p>Interacts well with all customers taking into account the different needs of customers</p>   |
| Strategy and Policy Development | <p>Makes decisions in line with organisation strategies, policies and procedures and how these apply to own role RCH</p> <p>Understands strategies and policies and how these impact in own team</p>   |
| Financial Awareness             | <p>Understands the need for why annual budgets are set</p> <p>Understands the need to work within defined budgets</p> <p>Works co-operatively with management on identifying efficiency improvements</p>   |
| Managing Performance            | <p>Works to high standard with minimum supervision and support and demonstrates a strong desire to deliver agreed objectives and identifies the steps needed to achieve these</p> <p>Applies own knowledge and experience to resolve problems, keeping track of own progress, completing work to deadlines, or informing others when targets can't be met</p> <p>Shares own knowledge and skills openly with others to improve performance and accepts and acts on feedback on own performance, reacting appropriately to both constructive criticism and praise</p>                     |
| Decision Making                 | <p>Assesses information available before deciding on course of action taken</p> <p>Uses previous experience, standard procedures, and common sense to make decisions</p> <p>Can recognise when decisions need to be referred to line manager</p>   |
| Teamwork                        | <p>Shows sensitivity and respect for others' feelings, cultures and beliefs, showing respect for diversity</p> <p>Makes a positive contribution to the team, supporting colleagues in their day-to-day work</p> <p>Handles disagreements as they occur, seeking a constructive solution</p> <p>Shows enthusiasm to broaden own experience, knowledge and skills for own team</p> <p>Welcomes new staff to organisation by sharing own knowledge and experience in applying organisational procedures</p> <p>Provides support and feedback to new and existing colleagues when needed</p> |
| Leadership and Role Model       | <p>Is open and honest and is a good role model to other staff</p> <p>Readily accepts responsibility for decisions and actions taken, including difficult but necessary one</p> <p>Is knowledgeable about developments, ideas and opportunities in own team and in greater team in the organisation</p>   |
| Communication                   | <p>Actively listens to what is said and asks questions to aid understanding when unclear</p> <p>Presents spoken and written information clearly and concisely</p> <p>Relays information obtained from customers on service levels, needs and preferences to line manager</p> <p>Keeps customers fully informed of outcomes to any query raised, even if not able to answer query immediately</p>   |
| Equalities and Diversity        | <p>Treats everyone with respect</p> <p>Is prepared to increase own knowledge of the varying needs of customers/ colleagues from different backgrounds and</p>  |

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|                   | <p>experiences<br/>                 Considers impact of own actions on others and amends behaviour as appropriate<br/>                 Challenges inappropriate behaviour and language in others</p>  |
| Health and Safety | <p>Shows good awareness of health and safety regulations in the workplace<br/>                 Ensures own behaviour complies with all health and safety requirements<br/>                 If a potential H &amp; S risk to themselves or others is identified by them, this will be immediately reported to their line manager</p> |

**To be successful in this role you should be able to demonstrate the following (knowledge / skills relevant to this role):**

An ability to work proactively and with the minimum of supervision is essential.  
 Ability to work in lone working situations and home working situations is essential.  
 Effectively assess the risks of contacts made to River Clyde Homes.  
 Adaptability to support last minute shift adjustments to help support customer demand is essential.  
 Fully consider the challenges in relation to the difficult conversations you may face, CCTV imagery and the complexity of the role overall, in relation to the tasks and services the role requires to be completed.  
 Ability to manage continual change and work reactively as well as proactively when required.  
 Take full responsibility for personal performance and completion of duties, adherence to breaks and conformance to shift hours.

A track record of delivering outcomes on time and to a high standard for a minimum of 12 months is essential.  
 Experience of successfully participating in new ways of working or improving performance is desirable.  
 A minimum of two years experience in a housing or a customer service environment is essential.  
 Ability to respond clearly and to a high standard across all written correspondence required is essential.  
 Experience of working within a call centre environment is desirable.  
 Experience of working with new initiatives is desirable.

The Post Holder will be required to participate in a shift rota that ensures all services are sufficiently resourced to meet operational requirements. This will entail evening and night working.

Successful candidates will be required to have the following qualifications/accreditations;

- CIH Level 2
- SIA Accreditation or be working towards/be willing to undertake, the certification
- An understanding of the TSA Code of Conduct for Telecare

| <b>Proposed evaluation criteria:</b> |  |  |   |
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| No evidence presented by candidate   | Limited, or inconsistent evidence presented by candidate | Clear evidence demonstrated by candidate | Evidence presented by candidate above and beyond expected |

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