



JOB DESCRIPTION

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|--|---|-----------------|---------------------|
| Job Title | Customer Service Specialist (Childrens) | | |
| Directorate | Community Services | | |
| Reporting to | Team Manager (Childrens) | | |
| Grade | 13 | | |
| Evaluation ref: | AG0770 | Job ref: | Family CCT13 |
| Role purpose | | | |
| To respond to telephone, email, SMS text, fax, white mail and social media enquiries /posts from the general public and professionals, identifying their needs, providing support and guidance and clarifying issues. Provide information and advice to customers on complex multi-agency issues. | | | |
| Responsibilities | | | |
| <ol style="list-style-type: none">1. Responds to telephone, email, SMS text, fax, white mail and social media enquiries / posts from the general public and professionals, identifying their needs, providing support and guidance, and clarifying issues. Provide information and advice to customers on complex multi-agency issues relating to, amongst others, Children's Social Care and Education. Deals with general enquiries relating to other Somerset Council (SC) and Taunton Deane Borough Council (TDBC) services as appropriate.2. Takes, as required, all relevant details from the customer to make formal referrals and, as necessary, refers issues of appropriate urgency or complexity to named contacts in Children's Social Care, Education, Primary Care Groups/Trusts, and voluntary organisations.3. Undertakes an initial assessment of often complex needs using prompts and information contained on various IT systems and databases, where appropriate.4. Takes referrals from external organisations.5. Liaises with professional staff within Children's Social Care, Education Services, Primary Health Care Trust, and other Departments of the County Council as appropriate.6. Logs all enquiries, accesses and records data using various IT and manual systems, including the main Social Services database (Protocol), Customer Contact's Customer Relationship Management System (CRM) and various Admissions and Early Years databases.7. Prepares letters and other documents as required, sending out information and publications to customers, as necessary.8. Acts as first point of contact for public access to all Children's Services for the Authority.9. Provides a messaging service to the Emergency Duty Team. Assessing and prioritising the urgency and complexity of the needs of the caller. This work will require training and skills development to appropriately respond to crisis work in Child Protection and Mental Health cases. | | | |

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10. Deals with calls in line with the County Council's policies and procedures (on Equalities and Diversity for example), and relevant legislation; for example, the Data Protection Act and Freedom of Information Act, ensuring all data recorded is relevant and accurate.
11. Takes ownership of difficult calls, using call handling skills and judgement to determine the best course of action, involving Service Experts, back-office specialist staff or a Team Manager if necessary.
12. Takes responsibility to use electronic feedback process to report any information that is inaccurate/absent from the CRM and/or website, but also to make suggestions for improvements to the presentation or functionality of our systems where identified.
13. Promotes and encourages the use of other access channels, in particular www.somerset.gov.uk, e-mail/e-forms and SMS text services, providing support and advice on their use.
14. Engages with Customer Service Experts and specialist staff in back offices to create and maintain a good rapport between them and Customer Contact, using these relationships to identify any changes to these services, or their related legislation, which may affect Customer Contact.
15. Takes ownership of personal training and development needs, using initiative to take appropriate action where necessary, and use 1 to 1 (CRAD) meetings to raise matters where advice/assistance is required from a Team Manager
16. Undertakes regular caller surveys to monitor the effectiveness and satisfaction of the services provided by Customer Contact.
17. Individually responsible for the data management of one or more IT databases, ensuring accurate, up-to-date information is provided to clients/professionals. Takes a proactive approach to information gathering.
18. Uses Contact Centre Broadcaster to maintain a constant awareness of real-time service levels and effectively manage own availability in telephony system to maximise the team's ability to meet monthly Key Performance Indicators (KPIs), showing consideration for colleagues and prioritising/managing outgoing call or administration work.
19. Receive calls and deliver services on behalf of other Customer Contact teams during busy periods, or to cover unexpected absences.

Impact

Contacts & Relationships

- The role of the Customer Service Specialist is entirely communication based and the post holder will be at ease with customers, and quickly build relationships with them. The majority of customers will be members of the public, but they will also be in regular contact with professionals in external businesses/agencies (i.e. other local authorities, schools, County/District/Parish Councillors as well as other members of the Contact Centre team and internal County Council staff).
- There is close contact with other team members to share specialist knowledge, problems, solutions, and support to ensure continuity of service and consistent standards.

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- The post holder will come into contact with people who need to access services for a variety of reasons, many of which are potentially sensitive – for example, reporting concerns about the welfare of a child, criteria for acceptance into local schools, recent bereavement, or dissatisfaction with a received service. Consequently, they may be exposed to callers who are aggressive, rude, or distressed. There is a need to deal with these callers in a tactful, courteous, and professional manner.
- There will be regular contact with professionals from Children’s Social Care, Education, and other services from within the County Council. Contacts also take place with staff of Primary Care Groups/Trusts and voluntary organisations. These relationships are crucial to the effect delivery of key services.
- The Specialist will report to a Team Manager who leads their team. Outside of regular 1 to 1 (CRAD) meetings, the post holder will also be able to refer particularly complex or contentious issues to them. They are expected to exercise judgement and initiative before referring problems to their Team Manager.

Resources

- Being the voice of customers and communities (approx. 525,000 people live in Somerset) and working with representative customer groups to decide where and how they access our services.
- Customer Contact delivers over 3000 different service activities which goes some way to demonstrate the variety of services available and the number of enquiries likely to be received.
- There is no direct responsibility for budgets however the aim of customer access is to deliver better service at less cost so this post will support Services in shaping and streamlining more effective customer service management and delivery.
- No direct permanent line management of staff.

Knowledge / Experience / Skills

| | Essential | Desirable | |
|---|-----------|-----------|--|
| Knowledge | | | |
| Detailed understanding of existing service delivery with a clear specialism | E | | |
| Ability to easily build a rapport and engage with others | E | | |
| Demonstration of good diagnostic and questioning ability. | E | | |
| Shows natural empathy and understanding to the needs of others. | E | | |
| Evidence of computer literacy and good typing speed. | E | | |

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| Ability to deal with some highly sensitive subject matters. | E | | |
| Ability to extract relevant from irrelevant information from a conversation | | D | |
| Detailed knowledge of service delivery for either Highways, Social Care or Council Tax. | | D | |
| Identified contacts within service areas with proven effective working relationships. | | D | |
| Experience | | | |
| Evidence of having gone that 'extra mile'. | E | | |
| Experience of positively managing change. | | D | |
| Evidence of consistently high-quality performance | | D | |
| Experience of adjusting quickly from one conversation to another with differing requirements. | | D | |
| Qualifications / Registrations / Certifications | | | |
| Your attitude and communication skills are far more valuable to us than any qualifications. | E | | |
| Skills | | | |
| Clear, concise, accurate and professional written and verbal communication skills. | E | | |
| Ability to speak fluent English as stated in Part 7 of the Immigration Act (2016). | E | | |
| Working Arrangements | | | |
| Somerset Council's dynamic Working Strategy will be applied to this position. | | | |
| Corporate Responsibilities | | | |
| Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all. | | | |

Date: 30th May 2024

JOB DESCRIPTION

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|---|--|-----------------|---------------------|
| Job Title | Customer Service Specialist - Council Services | | |
| Directorate | Community Services | | |
| Reporting to | Customer Service Team Manager | | |
| Grade | 13 | | |
| Evaluation ref: | AG0773 | Job ref: | Family CCT13 |
| Role purpose | | | |
| <p>Work as part of a team providing the first point of contact over the telephone, webchat, email, whitemail and face to face for all Council Services. Contact will be from the public, service users and other internal and external professionals and organisations. Liaise with and provide feedback to service areas and management with suggestions for improvement and development. Will as part of a rota undertake the duties below within the Contact Centre and reception points.</p> | | | |
| Responsibilities | | | |
| <ol style="list-style-type: none"> 1. Respond to all contacts from any Council Service except for Adults and Children's Social Care. May receive calls including safeguarding from Adults and Children's and will be required to take relevant details and pass onto a colleague within the Customer Contact team. 2. Assess the needs of each contact through active listening, questioning and some scripts to provide the necessary information, guidance, support, or services. Interrogate and interpret online information, guidance documents and the use of other line of business systems, e.g. Confirm. Wherever possible all interactions will be resolved at the first point of contact. Use both formal procedures and their own judgement to identify if the enquiry requires further consultation or routing to a specialist within a Council Service. 3. Record in the appropriate system all customer data and service requirements and where required workflow to the appropriate individual or team. Record data to enable the Contact Centre managers to monitor and track service, team, and individual performance. Maintain an awareness of contact volumes and manage their own availability using the telephony system to maximise their performance and the performance of the Contact Centre. 4. Review information held on systems and/or website to identify inaccurate information or to highlight areas of improvement and efficiency for system use and processes. Follow the electronic feedback process to report this information and meet regularly with Managers to provide feedback on behalf of the team. 5. Keep up to date with any changes to Council Services including consultations which may result in contact from members of the public or other organisations. 6. Liaise with staff within Services where there are discrepancies in information available on the Council's websites. Collate data/feedback to provide to the service areas. | | | |

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7. Deal with all contacts in line with the Council's policies and procedures, e.g. Equalities and Diversity, and relevant legislation, e.g. the Data Protection Act or Freedom of Information. All data recorded must be relevant and accurate.
8. Adhere to the Internal Customer Contact Working Practices. Will have the additional responsibility of either a subject matter expert for at least one key activity/service area (see 9-13 below) or the day-to-day operational lead for the reception points (see 14-21 below).
9. Provide colleagues with coaching and support for complex issues or enquiries.
10. Review any changes to processes, new information or feedback from Services. Train and/or provide instructions to colleagues to ensure best practice and consistent advice and support to customers.
11. Take the lead in review of website content, collation of feedback and liaison with operations staff within services.
12. Promote the customer shift to less costly access channels and digital delivery. Identify opportunities or improvements to digital services.
13. Support colleagues and managers in working with the service area to identify and recognise opportunities for development and improvement.
14. Provide colleagues with coaching and support for complex issues or enquiries.
15. Review any changes to processes and train and/or provide instructions to colleagues to ensure consistent advice and support to customers.
16. Ensure that daily tasks are allocated and managed to appropriately resource the reception desk and the administrative role. Communicate the daily priorities to the team.
17. Monitor workload for Blue Badge administration, ensure all the data is being recorded accurately and all tasks are completed to meet the required deadlines.
18. Maintain footfall volumes on the system, highlighting trends and peaks in the service to review and develop how the reception is resourced.
19. Be a point of contact for service areas within Council services. Work with the Services to ensure day to day processes are working efficiently for both reception and staff, escalate any complex or recurring issues to the Line Manager.
20. Ensure that any incidents are correctly recorded and escalated appropriately by the team.
21. Cover reception duties when members of the Customer Service Advisor team are unavailable.

Impact

Contacts & Relationships

- Build and maintain relationships with service areas to work together in improving the quality of information provided to customers. Liaise closely with the Line Manager to provide feedback and suggestions for improvement.

JOB DESCRIPTION

- The role is entirely communication based and you will be at ease with customers, quickly build relationships with them and demonstrate excellent customer service in all interactions with customers and professionals.
- Although the majority of telephone interactions will be with members of the public, there will be regular contact with internal professionals and professionals in external businesses/agencies, e.g. other local authorities, Highways Agency, Police, Environment Agency, Schools, County Councillors.
- On reception most visitors are business visitors for meetings, who must be welcomed to Somerset Council and swiftly signed in. There will also be service users particularly from Children's Social Care and Leaving Care arriving at reception for planned or unplanned requirements. These can be particularly challenging and require sensitivity and often individual responses to deal appropriately with their problems.
- There is close contact with other team members to share knowledge, solutions, and support to ensure continuity of service and consistent standards.
- Will interact with people who need to access services for a variety of reasons, many of which are potentially sensitive, e.g. because of social deprivation, recent bereavement, or dissatisfaction with a received service. Consequently, they may be exposed to customers who are aggressive, rude, or distressed. There is a need to deal with these customers in a tactful, courteous, and professional manner, referring to relevant processes to support in an emergency.
- Will report to a Team Manager but will also be able to refer particularly complex or contentious issues to a Customer Service Expert. Will exercise judgement and initiative before referring problems.

Resources

Provide advice, guidance, support, and training, for own area of expertise, to other staff within the team.

Deal with potential contact from any member of the public. Calls can be for any Council Service, which requires the need to keep up to date with a wide breadth of Services some of which will be statutory processes and be of an urgent nature.

Will be required to learn and use a range of business systems whilst undertaking their duties, e.g. Confirm, National Blue Badge system, Stopford registration system, payment systems and keep up to date with any changes to these systems or processes.

Knowledge / Experience / Skills

| | Essential | Desirable | |
|--|-----------|-----------|--|
| | | | |

JOB DESCRIPTION

| Knowledge | | | |
|---|----------|----------|--|
| Demonstration of good diagnostic and questioning ability. | E | | |
| Detailed understanding of existing service delivery with a clear specialism. | E | | |
| Detailed knowledge of service delivery for either Highways, Social Care or Council Tax. | | D | |
| Identified contacts within service areas with proven effective working relationships. | | D | |
| Experience | | | |
| Evidence of having gone that 'extra mile' | E | | |
| Evidence of computer literacy. | E | | |
| Shows natural empathy and understanding to the needs of others. | E | | |
| Experience of positively managing change. | | D | |
| Evidence of consistently high-quality performance. | | D | |
| Experience of adjusting quickly from one conversation to another with differing requirements. | | D | |
| Qualifications / Registrations / Certifications | | | |
| Your attitude and communication skills are far more valuable to us than any qualifications. | E | | |
| Skills | | | |
| Clear, concise, accurate and professional written and verbal communication skills. | E | | |
| Ability to easily build a rapport and engage with others. | E | | |
| Good typing speed. | E | | |
| Ability to deal with some highly sensitive subject matters. | E | | |
| Ability to extract relevant from irrelevant information from a conversation. | | D | |
| Working Conditions | | | |
| | | | |
| Working Arrangements | | | |
| Somerset Council's dynamic Working Strategy will be applied to this position | | | |
| Corporate Responsibilities | | | |

JOB DESCRIPTION

Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all.

JOB DESCRIPTION

| | | | |
|--|--------------------------------------|-----------------|---------------------|
| Job Title | Customer Service Specialist (Adults) | | |
| Directorate | Community Services | | |
| Reporting to | Team Manager (Adults) | | |
| Grade | 13 | | |
| Evaluation ref: | AG0774 | Job ref: | Family CCT13 |
| Role purpose | | | |
| To respond to telephone, email, SMS text, fax, white mail and social media enquiries /posts from the general public and professionals, identifying their needs, providing support and guidance and clarifying issues. Provide information and advice to customers on complex multi-agency issues. | | | |
| Responsibilities | | | |
| <ol style="list-style-type: none"> 1. Responds to telephone, email, SMS text, fax, white mail and social media enquiries / posts from the general public and professionals, identifying their needs, providing support and guidance, and clarifying issues. Provides information and advice to customers on complex multi-agency issues relating to Adult Social Care, Health, Disability, Community Services, Benefits and Housing. Deals with general enquiries relating to other Somerset Council (SC) and Taunton Deane Borough Council (TDBC) services as appropriate. 2. Takes, as required, all relevant details from the customer to make formal referrals and, as necessary, refers issues of appropriate urgency or complexity to named contacts in Adult Social Care, Housing Departments, Primary Care Groups/Trusts, Benefits Agency, Age Concern, and other voluntary organisations. 3. Undertakes an initial assessment of often complex needs using prompts and information contained on IT systems and databases, where appropriate. 4. Takes referrals from external organisations 5. Liaises with professional staff within Adult Social Care, Housing, Primary Care Groups/Trusts, Benefits Agency, Age Concern, other voluntary organisations, and other Somerset Council departments as appropriate. 6. Logs all enquiries, accessing and recording data using various IT and manual systems, including the main Adult Social Care database 'AIS' and Customer Contact's Customer Relationship Management System (CRM). 7. Prepares letters and other documents as required, sending out information and publications to callers, as necessary. | | | |

JOB DESCRIPTION

8. Acts as first point of contact for public access to all Adults' services for the authority.
9. Provides a messaging service to the Emergency Duty Team. Assessing and prioritising the urgency and complexity of the needs of the caller. This work will require training and skills development to appropriately respond to crisis work with Adult Safeguarding and Mental Health cases.
10. Deals with calls in line with the Council's policies and procedures (on Equalities and Diversity for example), and relevant legislation; for example, the Data Protection Act and Freedom of Information Act, ensuring all data recorded is relevant and accurate.
11. As appropriate for the Adults' Service and within prescribed limits, directly purchases services for callers; for example, home care, emergency residential care, aids to daily living, disabled car badges.
12. Takes ownership of difficult calls, using call handling skills and judgement to determine the best course of action, involving Customer Service Experts, back-office specialist staff or a Team Manager if necessary.
13. Takes responsibility to use electronic feedback process to report any information that is inaccurate/absent from the CRM and/or website, but also to make suggestions for improvements to the presentation or functionality of our systems where identified.
14. Promotes and encourages the use of other access channels, in particular www.somerset.gov.uk, email/e-forms and SMS text services, providing support and advice on their use.
15. Engages with Customer Service Experts and specialist staff in back offices to create and maintain a good rapport between them and Customer Contact, using these relationships to identify any changes to these services, or their related legislation, which may affect Customer Contact.
16. Takes ownership of personal training and development needs, using initiative to take appropriate action where necessary, and use 1 to 1 (CRAD) meetings to raise matters where advice/assistance is required from a Team Manager.
17. Undertakes regular caller surveys to monitor the effectiveness and satisfaction of the services provided by Somerset Direct
18. Individually responsible for the data management of one or more IT databases, ensuring accurate, up-to-date information is provided to clients/professionals. Take a proactive approach to information gathering.
19. Uses contact centre Broadcaster to maintain a constant awareness of real-time service levels and effectively manage own availability in telephony system to

JOB DESCRIPTION

maximise the team's ability to meet monthly Key Performance Indicators (KPIs), showing consideration for colleagues and prioritising/managing outgoing call or administration work.

20. Receive calls and deliver services on behalf of other Customer Contact teams during busy periods, or to cover unexpected absences.

Impact

Contacts & Relationships

- The role of Customer Service Specialist is entirely communication based and the post holder will be at ease with customers, and quickly build relationships with them. The majority of customers will be members of the public, but the post holder will also be in regular contact with professionals in external businesses/agencies (i.e. other local authorities, schools, County/District/Parish Councillors as well as other members of the contact centre team and internal Council staff).
- There is close contact with other team members to share specialist knowledge, problems, solutions, and support to ensure continuity of service and consistent standards.
- The post holder will come into contact with people who need to access services for a variety of reasons, many of which are potentially sensitive – for example, because of recent bereavement or dissatisfaction with a received service. Consequently, they may be exposed to callers who are aggressive, rude, or distressed. There is a need to deal with these callers in a tactful, courteous, and professional manner.
- There will be regular contact with professionals from Adult Social Care and other services from within the County Council. Contacts also take place with staff of Primary Care Groups/Trusts and voluntary organisations. These relationships are crucial to the effective delivery of key services.
- The Customer Service Specialist will report to the Team Manager who leads their team. Outside of regular 1 to1 (CRAD) meetings, the post holder will also be able to refer particularly complex or contentious issues to them. They are expected to exercise judgement and initiative before referring problems to their Team Manager.

Resources

Being the voice of customers and communities (approx. 525,000 people live in Somerset) and working with representative customer groups to decide where and how they access our services.

Customer Contact delivers over 3000 different service activities which goes some way to demonstrate the variety of services available and the number of enquiries likely to be received.

JOB DESCRIPTION

There is no direct responsibility for budgets however the aim of customer access is to deliver better service at less cost so this post will support Services in shaping and streamlining more effective customer service management and delivery.

No direct permanent line management of staff.

Knowledge / Experience / Skills

| | Essential | Desirable | |
|---|-----------|-----------|--|
| Knowledge | | | |
| Detailed understanding of existing service delivery with a clear specialism. | E | | |
| Ability to easily build a rapport and engage with others. | E | | |
| Demonstration of good diagnostic and questioning ability. | E | | |
| Shows natural empathy and understanding to the needs of others. | E | | |
| Evidence of computer literacy and good typing speed. | E | | |
| Ability to deal with some highly sensitive subject matters. | E | | |
| Ability to extract relevant from irrelevant information from a conversation. | | D | |
| Detailed knowledge of service delivery for either Highways, Social Care or Council Tax. | | D | |
| Identified contacts within service areas with proven effective working relationships. | | D | |
| Experience | | | |
| Evidence of having gone that 'extra mile.' | E | | |
| Experience of positively managing change. | | D | |
| Evidence of consistently high-quality performance. | | D | |
| Experience of adjusting quickly from one conversation to another with differing requirements. | | D | |
| Qualifications / Registrations / Certifications | | | |
| Your attitude and communication skills are far more valuable to us than any qualifications. | E | | |
| Skills | | | |
| Clear, concise, accurate and professional written and verbal communication skills. | E | | |

JOB DESCRIPTION

| | | | |
|--|----------|--|--|
| Ability to speak fluent English as stated in Part 7 of the Immigration Act (2016). | E | | |
| Working Conditions | | | |
| | | | |
| Working Arrangements | | | |
| Somerset Council's dynamic Working Strategy will be applied to this position. | | | |
| Corporate Responsibilities | | | |
| Understand, uphold, and promote the aims of the council's equality, diversity, and inclusion policies; health, safety and wellbeing of self and others; and Organisational values in everything you do. Equality and Diversity practice covers both interaction with staff, service users and communities and includes challenging discrimination and promoting equality of opportunity for all. | | | |

Date: 30th May 2024