

Position Description

Position Title	Customer Experience Officer
Position Number	CUSO12 / CUSO15
Directorate	Community Development
Business Unit/s	Customer and Communications
Reports to	Team Leader Customer Experience
Classification	Level 5 – Inside Work Agreement

Organisational Overview

The City of Stirling (the City) is located eight kilometres north of Perth's central business district and covers an area of around 100 square kilometres from Scarborough, Trigg and North Beach in the west to Balga and Inglewood in the east, and from Beach Road in the north to Herdsman in the south.

The City is the largest local government by population in WA with over 243,000 residents. We provide more than 200 services to our thriving community, including recreation centres, libraries, home and community care, safety, and events.

The City has a workforce of around 1,400 people and a genuine commitment to invest in our employees to achieve an inclusive, diverse, engaged and capable workforce. The City is recognised for supporting work-life balance through a wide range of flexible work options and offering a range of policies and benefits to create opportunities and an enjoyable and fulfilling employment experience.

Organisational Vision, Mission Statement and Values

Vision

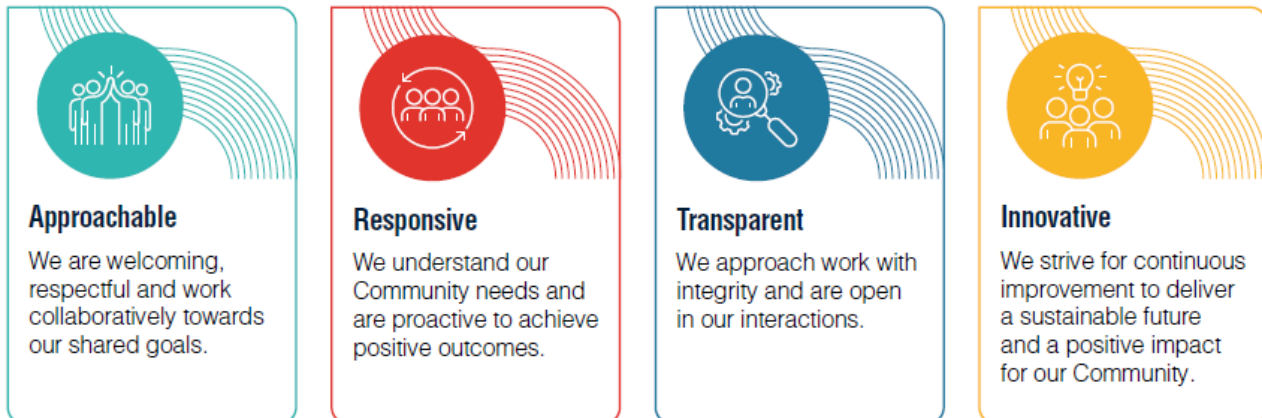
A sustainable City with a local focus.

Mission Statement

To serve our community by delivering efficient, responsive and sustainable service.

Values

The City of Stirling's core values are:



Reporting Relationships

This position reports to the Team Leader Customer Experience.

Position Overview

The Customer Experience Officer uses specialised extensive knowledge, problem-solving skills and interpersonal skills to assess of a range of customer enquiries with elements of complexity, to reach decisions and make recommendations, including explaining policy to the public and/or others, to resolve issues, reconcile different points of view, or direct legislative practices and processes to the City's diverse customer base. Technical, administrative, and on-the-job training across various specialised systems and processes is required to enable a response through telephone calls, online enquiries, including web chat, and front-facing administration interactions. Supporting the day of operations team, comprising of up to 20 on-shift Customer Experience Officers the 'work face' through the coordination of skills and training capability, acting as the first escalation point for complex queries, inclusive of motivating and monitoring performance, is required when rostered as Floor Support, demonstrating the City's values and Customer Service Charter

Position Objectives

Operational

- Assists with the achievement and delivery of action items from the Customer Experience Strategy.
- Provides complex responses to a diverse range of customer enquiries at first point of contact across all channels of choice, telephone, online, webchat or in person or escalates accordingly following set processes and procedures.
- Makes recommendations, including explaining policy to the public and/or others, to resolve issues, reconcile different points of view, or direct legislative practices and processes to the City's diverse customer base.
- Manages customer suggestions, feedback and recommendations with discretion and enhanced City-knowledge.
- Demonstrates extensive effective listening and questioning skills to accurately interpret customer requests, make recommendations and or make effective decisions, on behalf of all Business Units.

- Collates, reviews, consolidates and interprets complex information with precision and accuracy, using the City's core and multiple comprehensive systems to provide legislative information
- Maintains an active awareness of extensive information provided via the central RMS knowledgebase, the City's website, and external communication sources.
- Utilises the Customer Experience central RMS knowledgebase to access information, processes, and procedures in conjunction with critical thinking and decision-making to make informed decisions across over 230 types of enquires.
- Proactively reviews comprehensive processes and procedures to ensure accurate and up to date knowledge levels, notifying Team Leader of inaccuracies and suggestions to enhance and develop working methods driving City wide service delivery improvement.
- Participates and contributes during team meetings.
- Adopts a responsive and approachable approach towards colleagues and internal stakeholders across systems and processes, demonstrating strong teamwork and values.
- Actively participates and or delivers training to ensure an accurate and up to date knowledge of the City's processes, policies and customer service standards.
- Assists and or delivers the training and development of new employees through on-the-job training and work shadowing, buddying, and or whilst rostered as Floor Support
- Undertakes special projects and tasks where required.

Continuous Improvement

- Collaborates with the Customer Experience Service Improvement Team to review, test, and or develop processes relating to inbound customer enquiries to ensure consistent delivery of accurate customer information.
- Acts as an advocate for proactive change to achieve consistent delivery of effective City-wide customer experiences and embed a customer centric culture.
- Acts as an advocate for customer experience initiatives and projects to enhance and evolve technology, systems and workflow across the City.
- Participates and engages in coaching sessions to enhance service delivery and performance.
- Leverages learning's and root-cause analysis to facilitate continuous improvement and improve internal understanding of customer needs to enhance service delivery standards. .
- Assists with the development, review, implementation, and evaluation of City-wide customer service improvement; and associated corporate policies, management practices, procedures and supporting systems.
- Provides assistance to investigate and research systems, tools and processes to enhance customer service delivery and achieve efficiencies and process improvement.

As Floor Support, understand and applies strong agile project management skills and clear communication whilst implementing change initiatives for improved workflows achieving customer service excellence.

Corporate Responsibilities

- Contributes to the achievement of corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Observe all safe working practices and work as directed by your supervisor.
- Ensure that you take reasonable care to ensure your own safety and health at work and that of others.
- Takes responsibility for and actively promotes the importance of the City's Risk Management processes, encouraging others to apply it and achieve positive results from it throughout their work.
- Understand the principles of customer service and undertake duties and responsibility in accordance with the City's Customer Service Charter.
- Undertake duties and responsibilities in accordance with corporate policies, management practices and procedures and demonstrate expected behaviours aligned with the City's Code of Conduct.
- Undertake Community Engagement where required, to optimise trust, inform decision-making, share knowledge, and strengthen relationships with the community in accordance with the City's Community Engagement Policy.
- Perform other duties as directed.

Selection Criteria

Knowledge, Skills, Experience & Abilities	
A genuine commitment to the provision of customer service excellence and continuous improvement.	Essential
Ability to proactively acquire knowledge of the City's policies and procedures and maintain a consistent awareness of changing processes.	Essential
Well-developed verbal, written and interpersonal skills with the ability to communicate confidently and effectively with a wide range of internal and external stakeholders.	Essential
Ability to effectively prioritise tasks and make quick, informed decisions.	Essential
Ability to effectively handle challenging situations in a resilient, calm, confident and professional manner.	Essential
Ability to display tact, diplomacy, discretion and integrity in dealing with confidential, sensitive or urgent matters.	Essential
Ability to demonstrate initiative, with a positive and proactive approach, working autonomously and as part of a team.	Essential
Ability and willingness to learn new skills; absorb information and undertake different duties at short notice.	Essential
Ability to work in a team environment and be an active team player.	Essential
Ability to interpret queries, think on one's feet and adopt a flexible approach to assist customers appropriately.	Essential
Well-developed computer and keyboard skills including Microsoft Outlook, Word, Excel and Internet.	Essential
Demonstrated experience in a customer service role.	Essential
Experience in the efficient utilisation of information systems and technology.	Essential
Previous Contact Centre experience.	Essential
Previous experience within local government.	Desirable
Other	
National Police Clearance (under 3 months).	Essential

Office use only

Position Creation Date		Officer	
Last reviewed/Modified	Date 8 April 2024	Officer	Manager Customer & Communications