



Corporate Services Directorate

Post Title

Senior Customer Service Representative

Post Number

BG00073

Grade

5 (£28,624 - £31,586)

Base

Home Working

Hours

37 per week

Car User Allowance

N/A

Disclosure

Standard

Contact

Leann Morgan

Updated

11.2.25

Politically restricted

No

Yes *

* The position is politically restricted within the provisions of the Local Government and Housing Act 1989 as prescribed in the Local Government Officers (Political Restrictions) Regulations 1990.

Principal Job Purpose

Responsible to: The Contact Centre Team Leader

Responsible for:

The Senior Customer Service Representative will assist in the management of the Contact Centre and be partially responsible for the supervision of the Contact Centre Agents, ensuring that high-quality service is provided to our customers.

This role involves, monitoring the performance of the team, and implementing strategies to improve customer satisfaction and operational efficiency.

The post holder will be required to support and advise on a wide range of service enquires from across the Local Authority to deliver first call resolution where able to and facilitate exceptional customer service.

Principal Accountabilities

1. To comply with the relevant sections of the Authority's policy statement on Health, Safety and Welfare at Work.
2. To adhere to the principles of the Corporate Equality Policy and ensure commitment to anti-discriminatory practice.
3. To supervise and support a team of Contact Centre Agents.
4. Monitor and evaluate agent performance, providing feedback and coaching as required.
5. Develop and implement training programmes to enhance agent skill and knowledge.
6. Handle escalated customer enquiries and complaints, ensuring timely and effective resolution.
7. Analyse contact centre metrics and prepare reports on performance and customer satisfaction.
8. Support the Contact Centre Team Leader to collaborate with other departments to improve processes and overall customer experience.
9. Maintain up-to-date knowledge of the organisations, services and policies.
10. Ensure compliance with company policies and industry regulations.
11. Foster a positive and productive work environment for all.
12. Provide accurate, meaningful and consistent advice to customers and agents to be able to deal with customer enquiries.
13. To lead by example, continually monitoring staff responses and assisting in the resolution of enquiries where appropriate.
14. To ensure continuous improvement, initiating facilitating and responding to change in a positive manner.
15. To listen patiently and to empathise with the customers situation and convey a genuine desire to help and support.
16. Provide advice and support to the Contact Centre Management team on identifying and then integrating new services into the Contact Centre where applicable.

Person Specification – Non Managerial

1. Qualifications & experience

Qualifications/relevant experience	Assessment Method				
	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
Educated to at least NVQ Level 3 or A Level Standard or equivalent working experience in a customer facing role	Essential	X			
Other experience					
Experience in delivering customer focused information and advice services	Essential	X	X		X
Knowledge/Skills					
A sound working knowledge of using software within Microsoft (Teams etc.)	Essential	X	X		X
Knowledge of using the My Council Services platform	Essential	X	X		X

2. Welsh Language Requirements (please select one of the following)	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
Welsh language skills are desirable (level 0 in all Welsh Language Levels above).	Desirable				
Welsh language skills are essential and candidates should either possess the relevant skills or be prepared to learn them when appointed to the post (levels 1-3).	Essential				
Welsh language skills are essential (levels 4 and 5).	Essential				

	Level 0	Level 1 Entry	Level 2 Foundation	Level 3 Intermediate	Level 4 Advanced	Level 5 Proficiency
Listening/Speaking	X <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reading/Understanding	X <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing	X <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please see "[Welsh Language Skills Guidelines](#)" on the Blaenau Gwent website for further information on the above levels.

3. Special Requirements	Essential / Desirable	Application Form	Interview	Other (please specify)	Probationary Period
The ability to converse through the medium of welsh	Desirable	X	X		X

4. Personal Competencies

All competencies are regarded as essential, although it is recognised that some may be achieved over a period of time. All employees are expected to continually develop their competencies in line with the appropriate framework. In addition to those assessed as part of the recruitment process, competencies will be assessed during the probationary period and afterwards through the Authority's performance coaching scheme.

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Delivering the service	Plans ahead, organises work in advance	✓	✓		✓
	Involves line manager/colleagues in setting and meeting targets	✓	✓		✓
	Reorganises work when necessary	✓	✓		✓
	Sees tasks through to completion whenever possible	✓	✓		✓
	Seeks help if workload becomes unmanageable	✓	✓		✓
	Uses initiative to report issues that arise that impact on others	✓	✓		✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Improvement & Change	Is prepared to try new things & feed back results				✓
	Understands that changes are needed if things are to be improved				✓
	Finds new and creative ways of doing things better				✓
	Actively seeks to develop own skills and knowledge				✓
	Learns from mistakes & welcomes constructive feedback				✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Providing Excellent Customer Service	Recognises the importance of high standards of customer service				✓
	Is committed to providing an excellent service to the all the citizens of Blaenau Gwent				✓
	Understands the links between own professionalism and the possible impact on the Authority's image				✓
	Has a professional attitude that sets an example to colleagues				✓
	Takes pride in own work and that of colleagues				✓
	Is respectful, courteous and helpful at all times				✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Team Working	Reacts constructively to others' suggestions and requests				✓
	Recognises potential value of others' opinions and actively seeks their contributions				✓
	Asks for help when necessary				✓
	Actively seeks to help others				✓
	Is aware of the impact of own behaviour on others				✓

Topic	Competencies	Assessment Method			
		App. Form	Interview	Other e.g. presentation, discussion group, simulation, etc (please specify)	Probationary Period/ Performance Coaching
Communicating	Adapts content and style to help others understand				✓
	Makes sure that people are regularly informed				✓
	Uses appropriate language, gestures and tone when talking with others				✓
	Checks others have understood & seeks advice when necessary				✓
	Actively seeks to improve all forms of communication with others				✓
	Communicates professionally by using formal channels appropriate to the situation				✓