



Corporate Services Department

Post Title: Customer Contact Service Representative

Post Number: BG00061 **Grade:** 4

Base: Home Worker **Hours :** 37

Car User Allowance: **Disclosure:** Standard

Contact:- Service Manager
Customer Experience &
Transformation **Updated:-** 19/03/2025
01495 355189

Politically restricted X 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.

**Interviews will be held virtually **

Principal Job Purpose

Responsible to: Service Manager Customer Experience & Transformation

Responsible for: Providing advice, support and understanding to a wide range of customers enquiring about all Council services through multiple channels of access. Enquiries can be made through multiple channels of choice, such as telephone, e-mail, Website or Social Media. You will be responsible for resolving a high level of calls at the initial point of contact.

Principal Accountabilities

1. To provide accurate, meaningful and consistent advice to customers, ensuring that they understand the action, which will be taken
2. To listen patiently to customers enquiries
3. To empathise with the customer's situation and convey a genuine desire to help and support

4. To work with colleagues within the Contact Centre and other services areas to ensure the highest levels of first time resolution and customer service utilising agreed business processes and standards for data recording
5. To work with current and emerging technology to enhance customer contact service
6. To assist with the administration of blue badge applications
7. To ensure continuous improvement, initiating, facilitating and responding to change in a positive manner
8. To actively participate in supporting the principles and practice of equality of opportunity, as laid down in the Authority's Equal Opportunities Policy
9. To facilitate a high level of customer service and customer satisfaction
10. As a term of the employment there may be a requirement to undertake such other duties and or/times of work as may be required , commensurate to the grade or general level of responsibility within the organisation
11. To comply with the relevant sections of the Authority's policy statement on Health, Safety and Welfare at Work
12. To adhere to the principles of the Corporate Equality Policy and ensure commitment to anti-discriminatory practice

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 MS (or similar).	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).	Desirable				
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				✓