

Job Description

Role title	Customer Support Advisor
Role reports to	Customer Support Team Leader
Direct reports	n/a
Indirect reports	n/a
Level	Level 2
Job family	OCR
Sub family	Sales & Marketing – Customer Service & Support
Department	Customer Support Centre
Location	Coventry
Effective date	Click or tap here to enter text.

Purpose of the role

To provide efficient and effective customer service to internal and external customers, who contact the Customer Support Centre; providing first contact solutions with the ability to own customer queries through to a successful resolution.

Key accountabilities

Accountability

To respond to all inbound enquiries within agreed service levels for the specific contact method: calls, letters, e-mails and faxes, providing first contact solutions and aiming to minimise the number of cross department transfers by increasing contact resolution rates.

This is achieved by:

- To own and resolve, at first point of contact, customer enquiries generated through multiple channels (telephone calls, written correspondence, e-mails, web-forms, SMS text, face to face and faxes) and minimize avoidable contact. To ensure that hand-offs or escalations to other team members are effective and do not compromise service performance standards

To provide effective solutions to all inbound contacts, striving to provide the highest standards in customer service and meeting the agreed customer satisfaction target measures through added value service, to include proactive customer relationship building, arranging appropriate OCR interventions, signposting to new and relevant products and services and outbound contact activities

This is achieved by:

- Ensure Customer Contact provides efficient, high quality service delivery to both customers and Service delivery teams.
- To ensure that the Advisor is fulfilling customer enquiries courteously and professionally in line with Customer Service and performance standards
- Being courteous, professional and flexible to meet customer demands

To accurately capture and record information in the database systems to the required standards of performance, allowing for effective auditing and analysis of customer contacts.

This is achieved by:

- Ensure that all contacts into the Customer Support Centre are properly captured and logged and that information is accurately detailed.
- Ensure all information is managed in accordance with OCR's data management policies (e.g. information affected by General Data Protection Regulation (GDPR) and to ensure information provided to customers is data compliant (e.g. non-disclosure of results information)

To be responsible for self-development and seek to improve the experience of OCR's customers.

This is achieved by:

- To have active involvement with own training and development; engaging with the feedback and review processes; highlighting own areas of development; attending training and making improvements as required.

To actively participate in improving systems, such as Zendesk, Interchange, OCR Website and procedures to ensure more effective responses to customers.

This is achieved by:

- To have active involvement in submitting BIRO (Bright Ideas Real Outcomes) to improve the customer experience.

Key relationships (internal and external)

External customers (Exams Officers, Teachers, HoD's, Head of Centre) including parents and candidates.
Internal colleagues and peers.

Role impact (people, policy, financial)

Budgets

(over which you hold direct or indirect management responsibility. Please exclude headcount)

Income *(that role is responsible for delivering or makes direct contribution to delivery of)*

n/a

Direct costs *(budgets set and controlled by post holder)*

Click or tap here to enter text.

Indirect costs *(post holder authorises spending on budget, delegated by budget holder)*

Click or tap here to enter text.

People

(The number and grades of colleagues you manage)

Click or tap here to enter text.

Other numbers

(any financial data that puts the role into context)

The CSC handles approximately 200k customer contacts per year, via calls and emails.

What is the major impact of this role on the business?

The CSC is in many cases OCR customers' first point of contact with the organisation. It can therefore be the primary basis on which they judge their experience of interacting with OCR. If this role does not engender the right level of service within their area of responsibility, then customers may choose to use OCR's competitors; likewise, this role has the ability to generate high levels of customer satisfaction through making it easier for customers to interact with OCR and use our systems, increasing customer loyalty, retention and referrals.

Decisions and Recommendations

Describe what sort of decisions the job holder makes without reference to their manager?

Where impact is only on their own area
 Where it does not introduce inconsistency with any other part of the CSC
 Where it is in accordance with agreed CSC policy and procedures

Examples:

- If an advisor seeks support about how to resolve a customer call/email that can be answered by existing policy and procedures;
- If an advisor forwards a customer who has requested to speak to a more senior member of staff and the matter can be resolved in line with existing policy and procedures.

Describe what sort of recommendations the jobholder makes to their manager and others?

Where impact is wider than their own area
 Where it might introduce inconsistency with any other part of the CSC
 Where it falls out of agreed CSC policy and procedures

Examples:

- If a customer call/email cannot be addressed from existing policy and procedures, then in the first instance they would check with the other team leaders for any known precedents and then seek guidance from their manager before proceeding;
- If to resolve a customer call/email requires budgetary spend then they would seek guidance from their manager to gain appropriate approval before proceeding.

Essential knowledge

Each advisor plays an active part in dealing with customer calls and emails. In addition, they are also a role model for other advisors and will work in a consistent and collaborative manner with their colleagues in the CSC (including the CSC Team Leaders). Further requirements are listed below.

Essential skill(s) & experience

Qualifications	GCSE level English (or equivalent) GCSE Maths (or equivalent) Customer Service Level 2 (or equivalent)
Skills	<ul style="list-style-type: none"> • Capable of managing highly complex knowledge; open and receptive to learning and development; driven to improve own performance. • Plans and organises own time effectively; meets deadlines; is punctual; offers flexibility and capable of multi-tasking. • Good team player: creates positive working relations; shares knowledge and information with colleagues; supports and assists others to improve and achieve. • Excellent planning and organising skills: meets deadlines and ensures others are aware of work in progress. • Able to provide creative solutions to customer queries with a desire to provide first contact solutions. • Excellent communicator: capable of conveying difficult and complicated information in simple and understandable terms; understands the differences between verbal and written communications and adapts style appropriately.

Experience	<ul style="list-style-type: none"> • Taking high volume of inbound telephone calls • Working to stringent targets/KPI's • Experience of working in highly pressurised environment • Providing advice and offering first contact resolution to customers • Experience of managing difficult customers and resolving complaints to a positive outcome • Excellent communication skills: verbal and written • Fast and accurate keyboard skills • Experience of databases, CRM or Customer Contact logging systems
Behaviours	<ul style="list-style-type: none"> • Positive 'can do' attitude with the desire to go the extra mile for customers. • Quality driven: provides high levels of accuracy; pays attention to detail; strives to provide best in class service. • Self-Motivated: capable of working to demanding targets, both individual and team; able to use initiative; seeks guidance and support when necessary. • Responds positively to demanding and continually changing environment. • Promotes continuous improvement ethos: provides ideas and suggestions for improving the way we work.

Key competencies (values or organisational values)

As part of this role, each advisor must take responsibility for their tickets and ensure that each customer receives a response within SLA. Advisors are encouraged to share ideas and collaborate with their peers and internal colleagues. Each of our organisational values (empowerment, innovation, collaboration, responsibility) are key in being able to deliver excellent customer service.

Responsibility – calm and methodical, flexible in approach, embraces change.

Collaboration – promotes an ethos of continuous improvement, providing ideas and suggestions for improving the way we work. Has a collaborative approach in working with other teams to share knowledge and best practice.

Empowerment - can work in a dynamic and evolving environment which is continuously refining roles, processes, and toolsets. Takes a coaching approach to learning conversations to foster a supportive learning environment.

Innovative – thinks creatively and seeks to improve the experience for both colleagues and customers.

Key competencies (Leadership)

Achieving: being responsive, decisive, and accountable to further our mission

Inspiring: role models optimism, motivation, and authenticity

Inclusive: curious, open minded, and ready to learn from others

Trusted and trusting: enables individuals, teams and organisations to collaborate with integrity

Confidence with humility: has confidence in their abilities, with the willingness to learn and adapt