

<b>Job Title:</b>	<b>Customer Service Assistant - Retail Travel Advisor</b>
<b>Location</b>	Apsley, Kings Langley, Berkhamstead, Hemel Hempstead, Tring, Leighton Buzzard, Wolverton, Bletchley, Long Buckby
<b>Responsible to:</b>	Duty Station/Customer Service Manager
<b>Grade</b>	CO2
<b>Safety Status:</b>	Non-safety Critical
<b>Hours of Duty:</b>	35 Hours Shift patterns Sunday shifts as agreed

### **Purpose of the job**

To deliver a quality customer service through the provision of assistance and information to fulfil West Midlands Trains customer expectations, whilst meeting the Company's business, safety and operational targets.

### **Person Profile**

This position requires a person who is a confident communicator with a customer focused attitude, and is naturally able to quickly adjust to a variety of tasks, and take ownership of all ongoing opportunities, to provide a first-class customer service.

### **Duties**

- Responsible for providing high quality customer service to all West Midlands Trains customers, including the promotion of the Company's disable passenger procedure.
- Issue all products and services available from the stations.
- Update and amend manuals and manage the supply of leaflets and timetables.
- Ensure an attractive environment by maintaining high standards of environmental cleanliness.
- Ensure all Booking Office ticket issuing equipment are in good working order and carry out routine maintenance as necessary.
- Empty Ticket Vending Machines (TVM's) every day (Monday – Friday), ensuring that two members of staff are in attendance, ensure that statistics are taken and forwarded in accordance with Company guidelines.
- Comply with Company's cash regulations and cash handling processes.
- Maintain a secure environment.
- Continually provide information through effective communication directly with the customer, utilising display units and IT equipment (using PA) particularly during times of disruption.
- Maintain and update all relevant records and registers.
- Carry out winterisation duties on all platforms and on all public areas.
- Deal with all refunds and season ticket changeovers as appropriate.
- Take reasonable care of your own safety and for the safety of others who may be affected by your work

- Carry out duties as required by the Duty Station Manager and Customer Service Manager, for which you have been trained, competent and have been provided with the necessary PPE.

Name of job holder: \_\_\_\_\_

Signature of job holder: \_\_\_\_\_

Date job holder signed: \_\_\_\_\_

Signature of job holder's immediate line manager: \_\_\_\_\_

**CC/SM SEPT 2017**

<b>Job Title:</b>	<b>Customer Service Assistants - Platforms</b>
<b>Location</b>	Watford Junction/ Euston
<b>Responsible to:</b>	Duty Station/Customer Service Manager
<b>Grade</b>	CO3
<b>Safety Status:</b>	Safety Critical
<b>Hours of Duty:</b>	35 Hours Shift patterns Sunday shifts as agreed

### **Purpose of the job**

To deliver a quality customer service through the provision of assistance and information to fulfil West Midland Trains customer expectations, whilst meeting the Company's business, safety and operational targets.

### **Person Profile**

This position requires a person who is a confident communicator with a customer focused attitude and is naturally able to quickly adjust to a variety of tasks, and take ownership of all on going opportunities, to provide a first-class customer service.

### **Duties**

- Responsible for providing high quality customer service to all of West Midland Trains' customers, including the promotion of the Company's disabled passenger's procedure.
- Update and amend manuals and manage supply of leaflets and timetables.
- Ensure an attractive environment by maintaining high standards of environmental cleanliness.
- Maintain a secure environment.
- Continually provide information through effective communication directly with our customers, utilising display units and IT equipment (using PA) particularly during times of disruption.
- Maintain and update all relevant records and registers.
- Carry out winterisation duties on all platforms and on all public areas.
- Carry out train dispatch duties.
- Carry out passenger assists where required.
- Take reasonable care for your own safety and for the safety of others who may be affected by your work.
- Be prepared to undertake any reasonable request made by your manager etc.

Name of job holder: \_\_\_\_\_

Signature of job holder: \_\_\_\_\_

Date job holder signed: \_\_\_\_\_

Signature of job holder's immediate line manager: \_\_\_\_\_

**CC/SM SEPT 2017**

**Post:** Revenue Officer

**Reports to:** Team Leader New St Gateline/Appropriate Customer Services Manager/Duty Station Manager (Outside of Birmingham)

**Grade:** Revenue Officer

**Safety Status:** Non-Safety Critical

**Date version agreed:** April 2014

### **Job Purpose**

To ensure a consistently high level of customer service and revenue protection activity across the West Midlands Trains network.

The purpose of this role is to ensure that all travelling passengers are in possession of a valid ticket for their journey. The post holder will at all times provide an excellent level of customer service. The key measure of success is to change behaviour so that passengers travel with a valid ticket going forward and the company meets its targets in relation to ticketless travel and customer satisfaction.

### **Key accountabilities**

- Ensure compliance with all safety responsibilities, reporting any unusual occurrences and/or unsafe practices in line with company procedures. This would also include alerting station security staff and/or British Transport Police to any anti-social behaviour.
- Undertake full inspection of tickets (including ITSO smartcards and Oyster cards), passes and rail cards at stations, ensuring a high level of customer service at all times, dealing effectively with passengers who are not in possession of a valid ticket. This will include issuing Penalty Fares to those passengers not in possession of a valid ticket without a valid reason, and to issue appropriate tickets to those passengers not liable to a Penalty Fare
- Operate automatic ticket gates where in place.
- Undertake customer service or crowd control duties at home or other stations, including during special events and disruption. During unplanned disruption to train services you will be expected to keep customers informed to the best of your ability and provide the highest level of customer service possible.
- Provide excellent levels of customer service at all times
- Report any unexpected ticket office closures, excessive queues for tickets or faulty self-service ticket machines in line with company guidelines.
- Conduct interviews with those suspected of travelling fraudulently under the terms of the Police & Criminal Evidence Act 1984 as it relates to the questioning of suspects. Prepare notes from such interviews and submit travel fraud reports as you may be required to attend court and give evidence in support of cases of fraudulent travel.
- Ensure all ticketing equipment provided to carry out duties is used in a proper manner and that any defects are promptly reported. As ticketing technology develops you will be

expected to efficiently operate all ticketing equipment issued to you following appropriate training.

- Wear the agreed uniform to the required standard as provided at all times whilst on duty (including PPE if required).
- Always work within the limits of your own authority and in accordance with all the applicable regulations.

### **Knowledge, qualifications and experience**

- Numeracy and literacy skills to a level equivalent to GCSE grade A-C in Maths and English. NVQ in Customer Service is desirable.
- Understanding of WMT operations, ticketing and geography covered
- Experience of working in a customer service and retail environment is desirable, and experience of working in a cash-handling environment is especially advantageous.
- Ability to demonstrate excellent levels of customer service
- Ability to deal effectively with customers, especially those who do not have valid tickets
- Ability to communicate confidently and effectively with all customers and colleagues
- Be willing and able to make effective 'on the spot' decisions taking into account all relevant information

### **Job dimensions**

#### **a. Direct staff**

#### **b. Indirect staff/ others**

#### **c. Financial**

The role forms a vital part of the company's approach to minimise ticketless travel across the network. The role involves handling cash and credit/debit card transactions.

Name of job holder: \_\_\_\_\_

Signature of job holder: \_\_\_\_\_

Date job holder signed: \_\_\_\_\_

Signature of job holder's immediate line manager: \_\_\_\_\_