## Job Description

**Job Title: Customer Relations Advisor**

Department: Customer Relations

Location: 134 Edmund Street, Birmingham, B3 2ES

Grade: Admin 2

Salary:

Hours/Days: 37 hours per week, worked as 5 days out of 7 on a roster basis

# Purpose of the job

To communicate directly with West Midlands Trains’ customers, providing information on a range of issues such as journey planning, complaint resolution and general enquiries in an effective and efficient manner.

# Responsibilities

* Compliance with statutory, industry and internal process requirements
* Timely and accurate delivery of information
* Resolve conflicts and complaints
* Take individual ownership of issues and work with colleagues to provide a satisfactory resolution
* Be customer focused
* Work as part of a team
* Work to internal limits of Authority concerning compensation payments to customers and gestures of good will
* Compliance with the requirements of the Health & Safety legislation

# Key Accountabilities

* Processing and resolution of customer written correspondence and verbal contact within target timescales to a high level of quality
* Ensure compliance with statutory and internal targets for both timeliness and quality
* Maintain customer satisfaction scores in line with Franchise Agreement targets
* Reduce risks to revenue from fraudulent claims for compensation
* Administrative tasks are carried out in line with internal guidelines and processes
* Provide accurate, relevant and appropriate information to customers
* Communicate internally within West Midlands Trains and with relevant third parties

# Main tasks

* Accurate logging of all contact with customers, both written and verbal
* Accurate recoding of all internal correspondence
* Manage and resolve customer issues by a variety of means including telephone, letter, e-mail, social media, web chat, fax or personal visit
* Investigate customer enquiries and complaints using various train operation information systems
* Prepare standard and non standard written responses to customers as appropriate
* Provide clear written and/or oral communications with customers
* Maintain and develop a good general knowledge of the rail industry and the Go Ahead group,
* Maintain detailed knowledge of London Midland business and its services
* Provide support to front line station staff in resolving customer complaints and enquiries
* Provide helpful, timely information/advice to customers through social media channels
* Any other duties commensurate with the grade and post and as required.

# Experience & Knowledge required for the job

* IT literate, specifically Microsoft Office software. The ability to use Word to a high standard is essential.
* Previous experience of customer relations and social media communication is essential
* General knowledge of the rail industry and the geography of West Midlands Trains
* Use of MS CRM database software desirable, with training provided for new entrants
* Experience of telesales desirable but not essential
* Previous experience of a customer service / relations environment essential
* Detailed knowledge of the related statutory framework e.g. Passenger Charter, National Rail Conditions of Travel and Disabled Persons Protection Policy

# Person Specification

* Customer focused
* Excellent verbal and written communication skills
* Empathetic
* Negotiation skills
* Organised, efficient and thorough
* Calm and patient, particularly when dealing with difficult and tense situations
* Flexible
* Excellent telephone manner
* Able to work as part of a team
* Able to work to deadlines and prioritise workload
* Computer literate
* Ability to explain complicated industry information to all levels of customers.
* Ability to work shifts including Saturdays, Sundays and Public Holidays

# Qualifications & Training required for the job

* GCSE grade C or equivalent English Language and Maths
* West Midlands Trains Induction programme
* West Midlands Trains Customer Service training
* IT training of West Midlands Trains applications/systems including MS CRM, CCIL, Win VV, Bugle, Trust

# External and Internal Contacts

* Customers
* Abellio Shared Service Centre
* West Midlands Trains staff (including front line and office-based teams)
* Staff from other Train Operating Companies and Network Rail
* Trainline
* Journeycall
* National Rail Enquiries
* Statutory stakeholders e.g. DfT, WMR, TfWM, Transport Focus, London Travelwatch and ORR
* Local user group representatives

Name of job holder:

Signature of job holder:

Date job holder signed:

Signature of job holder’s line manager: \_\_\_\_\_