

# Customer Experience Manager

**Job Title:** Customer Experience Manager  
**Department:** Customer Experience  
**Location:** Wolverhampton  
**Grade:** PM 1 Hours/Days: 37 hours per week over 7 days on a roster basis

## Purpose of the job

To directly manage, lead, control and monitor all station staff and activities associated with nominated stations in order to deliver a high-quality service, focus on customer excellence and maintain high safety and quality standards.

## Responsibilities

- Reports to station management
- Responsible for the supervision of station staff
- Responsible for care of all station equipment
- Able to make decisions regarding provision of service to West Midlands Trains customer based on West Midlands Trains policy and management guidance
- Ensure compliance with all safety responsibilities as detailed in the appropriate Safety Responsibility Statement.
- This is a Safety Critical post

## Key Responsibilities

- Motivate station staff at nominated station
- Ensure the safe and punctual dispatch of trains where required
- Ensure high levels of customer service are provided
- Maximise station revenue income
- Ensure own safety and that of others at all times
- Comply with all appropriate rules and regulations

## Main Tasks

- This job is carried out at several locations across West Midlands Trains and the emphasis and priority of the tasks listed below may vary accordingly
- Assess and develop customer services skills within team of staff
- Provide constructive feedback to team with the aim of ensuring continuous improvement
- Manage and carry out train dispatch procedures correctly in line with station policy and safety guidelines
- Ensure all station staff maintain safety critical competence, carrying out regular assessments and keeping accurate records through ACMS
- Provide a high-quality ticket retailing and customer experience, complying with the current West Midlands Trains and ATOC ticket retailing instructions and guidelines.
- Ensure that customers are provided with products that meet their requirements together with correct and timely assistance
- Ensure all information provided to customers is up to date, accurate and easy to understand
- Proactively ensure that information is communicated within the station team and to other locations as appropriate
- Carry out the initial stage of the Managing for Attendance and performance management procedures where required
- Undertake investigations where required
- Provide reports and information as required
- Prepare weekly customer service rosters for authorisation by line management, ensuring hidden and working time regulations are complied with
- Distribute weekly rosters in accordance with agreed procedure
- Maintain accurate and comprehensive records of all staff leave, sickness, Sunday working, hidden 18 and other information associated with rostering activities
- Ensure accurate and up to date information is displayed on appropriate information screens
- Maintain Health & Safety notice boards with up to date information
- Carry out team briefings where required
- Carry out and accurately record regular station inspections as detailed in the company procedures (including but not limited to, internal control audits, planned general inspections and Fire Precaution Managers Audits)
- Carry out security checks in line with current risk levels

- Manage the nominated station in times of disruptions, ensuring effective communication with all relevant staff (including those of other Train Operating Companies)
- Implement the West Midlands Trains Emergency Plan where necessary
- Manage stores, supplies, uniform and stationery, ensuring sufficient stock is ordered, waste is avoided, and accurate records are maintained
- Report all defects arising at the station according to the fault reporting procedures
- Monitor CCTV where required
- Ensure all uniform, name badge, safety shoes and personal protective equipment provided is worn as required and is fit for purpose
- Deputise for the Station Manager where required
- Support the Station Managers in the West Midlands Area when required.
- Any other duties commensurate with the grade and post and as required.

#### **Experience and Knowledge required for the job**

- Experience of a customer service environment
- Experience of a retail environment
- Knowledge of West Midlands Trains operations and geography
- Knowledge of West Midlands Trains tickets, fares and promotions
- Experience of managing other staff would be an advantage

#### **Person Specification**

- Customer focused
- Efficient and calm
- Polite and friendly
- Flexible
- Good communication skills, written and verbal
- Able to use own initiative when appropriate
- High standard of personal presentation
- Able to motivate others
- Leadership skills
- Numerate and literate
- Honesty
- Computer literate
- Able to learn legislation that affects the role

## Qualifications and Training relevant for the job

- West Midlands Trains Induction program attendance
- Customer Care training
- Personal Track Safety training
- Rules and Regulations training
- Retail training
- Conflict Handling
- COSHH appreciation
- Disability awareness training
- A1 Assessor

## External and Internal Contacts

- West Midlands Trains station staff
- West Midlands Trains traincrew and on train staff
- West Midlands Trains Control Room
- Other West Midlands Trains staff at all levels
- West Midlands Trains customers
- Staff from other Train Operating Companies
- British Transport Police
- Network Rail and their contractors

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

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

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

**Signature of job holder's immediate Line Manager:** \_\_\_\_\_

## 10. Sign off

Job Holder:..... Date:.....

Manager:..... Date:.....  
Nominated Deputies

If this is a Safety Critical Post (2 in Safety Details above is "ticked") a Nominated Deputy must be identified. The job holder must ensure that the Nominated Deputy receives a copy of, and is briefed on, this Job Description.

Job title of Nominated Deputy: .....

Name of Nominated Deputy: .....

Signature of Nominated Deputy: .....

Date: .....

