



Customer Service Officer

Reports to:	Team Leader, Customer Service and Assessments		
Department:	Customer Access	Grade:	Scale 6
DBS Status:	Basic	Politically restricted:	No

Job Purpose:

1. To represent Brent Customer Services as the first point of contact for visitors to the Council. This will include the Welcome Desk and Community Hubs, providing residents, customers and other stakeholders with first contact resolution for multiple service area enquiries.
2. To undertake frontline meet and greet, reception and customer service responsibilities, including assisting residents with digital self-service advice and guidance.
3. To provide a prompt, efficient and professional service and demonstrate the highest standards of customer care at all times.
4. To identify customers with more complex needs and ensure they are supported appropriately including by Hub advisors.

Values

Collaborate proactively.
Lead inclusively.
Embrace change.
Be bold and curious.
Celebrate and share our success.

Overall Description

The role involves managing a broad range of internal and external relationships, including directors, senior managers, elected members, and various public, private, and voluntary sector partners.

It requires developing strong partnerships, leading a high-performance team, and taking a key role in the development of council services.

The position operates within a framework set by the CEO and Council but allows considerable autonomy in shaping services. The role also leads on policy development, ensures compliance with new legislation, and upholds high professional standards.

The position is expected to be part of the Councils' emergency planning and resilience arrangement, including being on call Gold/Silver, and to demonstrate a commitment to embedding ownership throughout of this being everybody's business.

The postholder must conduct the duties in compliance with the Best Value Duty as set out in the Local Government Act 1999.

Job specific roles and responsibilities

1. To act as the first point of contact for visitors to the Council, maintaining professional communications with internal and external customers at all times.
2. To ascertain the individual needs of customers, taking ownership and appropriate action to resolve all enquiries, complaints and transactions and arrange appropriate support in order to ensure fair and equal access to Council services.
3. To deliver frontline customer service duties including supporting access to public computers and other self-service facilities.
4. To promote, educate and support customers to confidently access services through digital self-service where appropriate. This will include guiding and assisting customers with applying for all online services, scanning documents and uploading documents onto Brent's IT applications.
5. To ensure that accurate information is obtained from customers, accurately recorded and kept up to date at all times.
6. To efficiently and effectively search, utilise and update relevant databases and IT systems to resolve customer enquiries, complaints or transactions.
7. To keep abreast of legislative, policies and procedural changes in order to deal effectively and efficiently with customer enquiries, complaints or transactions.
8. To effectively manage challenging customer interactions with tact, diplomacy, sensitivity and empathy, with due regard for staff and customer safety.
9. To work effectively both individually and as part of a team to ensure a quality service is provided to customers in a continually changing environment.
10. To support other members of the team, and other Council services, including but not limited to Community Hubs, libraries and Housing and play an active role in the development of the team to ensure a highly advanced and proficient workforce is maintained.
11. To ensure that reasonable care is taken at all times for the health, safety and welfare of yourself, your colleagues and customers, and to comply with the policies and procedures relating to health and safety within the department.
12. To be a digital champion providing skills support to learners, promoting digital skills development and building confidence.
13. Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and well-being of children and vulnerable adults.
14. Carry out duties with due regard to the Council's Customer Care, Equal Opportunities, Information Governance, Data Protection, Health and Safety and Emergency Planning & Awareness (including to provide assistance where available) policies and procedures.
15. Employees should embed environmental sustainability into their work, actively contributing to Brent becoming a carbon-neutral borough in 2030.

16. Undertake any other duties commensurate with the general level of responsibility of this post, as required.

Essential Requirements (key skills & qualifications) Knowledge and Qualifications

1. Evidence of continuing professional development (CPD)
2. Knowledge of delivering a customer focussed service, providing advice, information, transactions, dealing with complaints across a broad range of enquiries.
3. Good knowledge and understanding of standard IT software packages, including Microsoft Office.
4. An understanding of local government, the services provided by local authorities and the responsibilities of a Council towards its residents.

Experience

5. Experience of providing a customer-focussed service in a demanding, fast paced customer service environment, including areas requiring the application of discretion or judgement.
6. Experience of effectively resolving enquiries covering a range of enquiry types delivered through channels including telephone, email, web chat and social media.

Skills and Abilities

7. Ability to effectively resolve complex customer enquiries, requests, complaints or transactions and deal with a high volume of customer contact via various access channels.
8. Good communication skills, with the ability to deal politely, efficiently and courteously with a wide range of individuals, ensuring they feel supported, listened to, welcomed and are have confidence in the handling of their enquiry.
9. To deal sympathetically with distressed, agitated, confused or irate customers.
10. Ability to effectively listen and to interpret a range of different legislations and procedures and clearly explain the information to customers verbally and in writing.
11. The ability to relate to and understand the needs of a diverse range of people and to proactively seek solutions for their needs e.g. linguistic or disability.
12. Ability to adjust to a changing work environment and maintain awareness of service changes and developments across the Council.
13. Ability to work effectively as part of a team.
14. Ability to manage competing demands, work methodically and respond flexibly to changing needs and priorities.
15. Good organisation skills with an excellent attention to detail.

16. Good IT skills, with the ability to use standard IT software with the ability to support customers to enable them to use digital self-service facilities if appropriate.

Within reason these key deliverables may evolve to meet service need and it is expected that the postholder will be flexible and adaptable in their delivery to meet both service and council wide needs