

# Role Charter

<b>POSITION:</b>	<b>SENIOR CUSTOMER EXPERIENCE AGENT</b>
<b>Reports to:</b>	Customer Experience Lead
<b>Accountable to</b>	Coordinator Customer Engagement & Communication
<b>Directorate:</b>	Customer And Digital Services
<b>Date revised:</b>	February 2024

This role charter is a broad description of the accountability and duties of an employee of Maitland City Council. The role will evolve and changeover time, in line with the changing strategic and operational requirements and outcomes of the organisation.

Council has a set of Guiding Principles that assist staff to understand the behaviours that are expected to create an organisational culture that helps our customers and people thrive.

## Our Guiding Principles are:



### MAKE THINGS EASY

Do the hard work to make things intuitive for everyone.



### BE WELCOMING

Care for everyone as people, not tasks or numbers.



### BE OPEN MINDED

Listen to each other and work together to find solutions.



### KEEP YOUR PROMISES

Follow through on your commitments to everyone.



### LOOK OUT FOR ME

Thoughtfully anticipate what will make our days go smoother.

## Primary Purpose

To deliver an effective and efficient customer experience, through a passion for people, a focus on finding solutions and a commitment to making things easy. This senior position has the role of coaching the team of Customer Experience Agents and supporting the Customer Experience Lead in embedding a culture of exceptional service across multiple digital channels, telephone and face to face. The Senior Customer Experience Agent is the first point of escalation for Customer Experience Agents seeking specialist advice on a range of issues and complex processes and the key communication point for the rest of the organisation in the flow of day to day information and feedback. This role plays an active part in identifying, developing, participating and partnering in projects that focus on communication, complex planning and regulatory issues and business improvement in the context of the customer experience.

## Core Accountabilities

1. Represent and drive the customer service culture at Maitland City Council in line with the current customer experience plan and Our Guiding Principles.
2. Participate in and guide the team's day to day delivery of an exceptional and consistent customer experience, both internally and externally, through passion, empathy, resourcefulness and a commitment to making things easy.
3. Be a professional, personable and positive face of Maitland City Council for our community and customers.
4. Champion projects that facilitate innovation and dynamic service provision to meet the changing needs of the community through a commitment to open communication, and an aptitude for delivering projects in the digital space.
5. Provide professional advice to Customer Experience Agents on a range of complex issues and processes, focusing on first contact resolution.
6. Lead the day to day management, updating and curation of Council's systems to facilitate the continuous improvement of the customer experience, including knowledge management, customer relationship management and customer requests.
7. Coach and mentor Customer Experience Agents from consistent and comprehensive onboarding to ongoing quality monitoring and real time feedback in the development of a culture of exceptional customer experience and recognition of a job well done.
8. Build highly functional working relationships across the diversity of Council's workforce and demonstrate the ability and willingness to develop specialist skills in core Council functions that affect the customer experience.

Undertaking any other duties, projects or tasks as directed by the Supervisor which are within the employee's skills, competence and training.

The incumbent is to behave in alignment with Council's Guiding Principles, comply with the organisations policies and procedures and undertake training and development.

## Essential Criteria

1. Degree in Communication, Business or related discipline, or an equivalent combination of significant contemporary experience and/or education/training.
2. Demonstrated experience in delivering and leading an exceptional customer experience, both internally and externally, in a large, multi-faceted environment.
3. Proven ability to research, analyse and simplify systems and processes to improve the customer experience, drive internal efficiencies, and lead by modelling changes for the wider team.
4. Established leadership skills in being open minded, solutions focused and highly resilient in dealing with challenging conversations and behaviours.
5. Proven ability in the creation and curation of content for a range of platforms and audiences.

6. Evidence of a refined attention to detail, being highly organised and a sound commitment to managing your own and others time and tasks in an environment that expands past traditional business hours.
7. Proven ability to coach and mentor a team in a customer focused environment, contributing positively to team goals and aiming for first contact resolution of requests.
8. Experience in the implementation, daily management and use of digital knowledge management, customer relationship management, customer request and other digital and web based tools.

**Desirable Criteria**

1. A minimum three years experience in a Senior Customer Service position
2. Previous exposure to a variety of Contact Centre functions

Date:

Agreed:

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**Employee Name**

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**Employee signature**