

Role Description

Customer Experience Officer



Title	Customer Experience Officer
Classification/Grade/Band	Band 3 Level 2
Group/Unit/Section	Community and Recreation Services / Communications, Marketing & Customer Engagement / Customer Experience
Reports to	Customer Experience Coordinator

Vision

A vibrant organisation doing great things.

Purpose

To provide valuable services that strengthen and support the Central Coast Community.

Values

Decisions, actions and behaviours are governed by our Corporate Values; Be Safe, Serve, Collaborate, Improve, Be Your Best and Be Positive. All employees have a responsibility to uphold and champion these values.

Primary Role Statement

In contributing to the overarching vision and purpose, the role of Customer Experience Officer is responsible for ensuring in conjunction with the Customer Experience Coordinator the development and implementation of the Customer Experience program across all services within Council to meet the requirements and demands of all key stakeholders.

The position of Customer Experience Officer is required to provide quality customer service and create value for the community.

Key Duties and Responsibilities

- Undertake industry research of best practices, case studies and innovation opportunities to enable the development and implementation of the Customer Experience Strategy;



- Coordinate the development and implementation of customer journey mapping throughout Council business units and liaise with all internal and external stakeholders;
- Undertake key projects that improve the end to end customer experience and assist with service reviews and process mapping;
- Develop employee training programs that improve the customer experience and link the employee and customer experience;
- Complete analysis of customer experience survey data collection by reviewing previous surveys, reports and providing data comparison reports to Customer Experience Coordinator;
- Collaborate and engage with all stakeholders to understand business needs with regards to Customer Experience Strategy initiatives and both existing and future CRM;
- Support the Customer Experience Coordinator to facilitate meaningful customer change opportunities and foster customer centric culture across Council;
- Create business unit customer surveys, online feedback surveys and advanced data analytics that support customer experience initiatives;
- Perform any other duties, tasks or projects the employer may assign, having regard to the incumbent's skills, training and experience.

Authority and Accountability

- Take care of your own health and safety and that of others. Comply with any reasonable instructions and apply Council's Safe Systems of Work consistent with the Responsibilities, Authorities and Accountabilities of your role;
- Policy and procedures are readily available but the Customer Experience Officer is required to choose the appropriate processes. Unusual problems may be referred for clarity of policy or direction;
- Decisions affect the work and activities of others within the section or from a specific project team;



- The work of the Customer Experience Officer influences the community within a specified service line through the application of technical skill or application of regulatory requirements;
- The Customer Experience Officer complies with operational requirements in cooperation with or under the supervision of other employees. Other employees or members of the public may be affected by the employee's acts or omissions;
- Identifies requirements as an input to budget development ;
- Look for ways to save costs. Be conscious of budget constraints and be aware of cost implications of own actions within own work area.

Personal Attributes

- Give frank and honest feedback/ advice and seek to listen and understand when ideas are challenged;
- Represent the organisation honestly, ethically and professionally and encourage others to do so;
- Demonstrate a high level of personal motivation, take opportunities to learn new skills, develop strengths and examine and reflect on own performance;
- Support initiatives that create an environment where diversity is valued.

Interpersonal Skills

- Write fluently in a range of styles and formats and tailor communication to the audience;
- Identify customer service needs, understand customer perspectives and implement responsive solutions;
- Build cooperation and overcome barriers to information sharing and communication across teams/ units;
- Lead and facilitate productive discussions with staff and stakeholders, encouraging others to talk, share and debate ideas.

Business Enablers and Technical Skills

- Provide guidance, coaching and engage staff in change process and recognise cultural barriers that undermine change;



- Use expertise and seek others assistance to achieve work outcomes;
- Ensure current work plans and activities support and are consistent with organisational change initiatives;
- Research and analyse information, identify interrelationships and make recommendations based on relevant evidence;
- Ensure that actions of self and others are focused on achieving organisational outcomes;
- Take account of financial implications and return on investment when planning financial transactions;
- Support compliance with records, information and knowledge management requirements of the organization;
- Be aware of procurement and contract management risks and actions to mitigate these;
- Evaluate progress and identify improvements for future projects.

Team Work

- Ensure team objectives achieve business outcomes that align with organisational policies;
- Plan and monitor resource allocation effectively to achieve team objectives.

QUALIFICATIONS

Essential

- Degree qualifications in Business, Communications or related field OR demonstrated solid contemporary experience in a similar service design role ,combined with ongoing professional development;

EXPERIENCE

- Demonstrated experience collecting, analysing, interpreting and presenting customer insights data and stakeholder requirements to enable the effective delivery of Customer Experience programs;
- Demonstrated experience in project management and/ or change management;



- Demonstrated experience working with design thinking methodologies or customer relationship software;
- Demonstrated excellent stakeholder engagement and communication skills and ability to communicate with various business units through written documentation, presentations and training facilitation;
- Extensive experience working within a customer experience or business improvement design team to improve the customer experience and understand and anticipate what customers need to enhance the customer experience;
- Demonstrated experience researching customer experience and design methodologies and making recommendations for implementation;
- Demonstrated experience working in a large complex environment with multiple internal and external stakeholders;
- Strong communicator with an ability to use good judgement to resolve customer issues, being responsive while remaining within established boundaries.

Desirable

- Certificate in design strategy or design thinking.

Key Relationships

Internal	External
Unit Managers	Customers – rate payers/residents
Section Managers/Team Leaders	Vendors/suppliers

