# Position Description: Manager - Customer Experience

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| **Position Number:** | 112 |
| **Directorate:** | Services |
| **Business Unit:** | Customer Experience |
| **Hours Per Week:** | 35 |
| **Award:** | Local Government (State) Award |
| **Location:** | Lane Cove Civic Centre |
| **Reports To:** | Director - Services |
| **Direct Reports:** | Customer Experience Officers, Customer Liaison Officer, Digital Services Specialist |

## Our Values



**Customer focus**

We listen to the needs and wants of our customers and provide exceptional customer service



**Integrity**

We are fair and consistent in our actions, and we act ethically, honestly, responsibly and respectfully



**Consultation**

We seek to understand before acting and are sensitive to residents' needs and situations



**Leadership**

We focus attention on what is really important, lead by setting a good example and seek to improve outcomes, processes and relationships



**Equity**

We deal equally and honestly with customers and each other

## Position Overview

The Manager - Customer Experience is responsible for inspiring and enabling others to deliver customer experience excellence which strengthens community trust and organisational performance. A visible leader and skilled influencer, the Manager – Customer Experience works collaboratively across the organisation to embed customer-focused behaviours, influence decisionmakers at all levels, and bring our Customer Experience Strategy to life.

Leading a team of frontline customer experience staff, the Manager – Customer Experience oversees call centre and online customer functions with the support of their Digital Services Specialist team member.

Lane Cove Council

## Principal Accountabilities

**Customer Experience Leadership**

- Champion and deliver Council's Customer Experience Strategy across the organisation, embedding customer-focused principles into planning, operations and service delivery outcomes
- Devise and source data and identify emerging trends to enhance understanding of customer priorities and establish an evidence base for best practice in service design and delivery processes
- Lead, manage and coordinate the Customer Experience functions and team that includes the frontline counter service and internal call centre, venue booking service and digital systems improvement.
- Act as the Customer Experience subject matter expert and trusted adviser to staff at all levels by navigating challenges and building relationships to support quality service design and delivery to add value to internal stakeholders in meeting Council's performance goals

**Operational Management**

- Manage the organisation's customer request management (CRM) system and digital service systems, including improvements to increase take up and to expand access to Council services.
- Foster productive working partnerships with key vendors including those responsible for After Hours, CRM and Telephone Service Provider contracts and services
- Monitor and respond to customer demand patterns, channel usage, service pressures and emerging operational risks
- Monitor the performance, data quality and usage of digital customer systems, and provide insights to inform decision-making and improve customer experience and overall organisational performance
- Develop, manage, and review the annual business unit budget, monitor the business unit's financial performance, and make necessary adjustments to ensure compliance with the directorate and business unit's financial targets
- Establish service standards, performance measures and reporting frameworks
- Manage resource allocation and workforce planning
- Ensure timely responses to customer requests and community complaints

**Leadership and People Management**

- Oversee the Customer Experience team and ensure it is supported by effective workforce planning, training, quality assurance, knowledge management and continuous improvement
- Lead complex, cross-functional transformation initiatives that improve customer experience outcomes and organisational capability
- Lead, inspire and create a positive culture within the business unit to motivate staff to achieve organisational objectives and maintain focus on delivering quality outcomes
- Build a high-performance culture focused on customer service and continuous improvement.
- Support workforce planning, performance reviews and capability development
- Manage team resources and workloads to achieve service standards
- Manage workplace health and safety obligations

**Stakeholder Engagement**

- Ensure Council's contact channels are managed in a way that is accessible, professional, safe and responsive to community needs

- Support the development and optimisation of digital customer engagement channels in line with the priorities of Council's Digital Engagement, Community Engagement Strategy and Customer Experience strategies
- Build productive relationships with residents, community groups, vendors and internal stakeholders, including peers and senior management
- Present reports and recommendations to Council's Executive Leadership Team and Council

**Governance and Compliance**

- Foster and champion best-practice workplace behaviours that protect privacy, strengthen data security and promote cyber-safe practices, ensuring customer information is managed responsibly and customer processes are designed and delivered with integrity, compliance and trust
- Ensure activities comply with legislative requirements including but not limited to the Local Government Act; State Records Act as well as Council policies and procedures
- Manage risk and ensure sound governance practices
- Prepare reports, budget submissions and performance measures
- Develop and maintain policies and procedures

**Other**

- Any other accountabilities or duties as directed by the supervisor which are within the employee's skills, competence and training, to assist in the delivery of a high-quality Customer Experience from all areas of Council.

## Key Organisational Accountabilities

- Abide by the principles of Council's Code of Conduct – and other Council policies and procedures – in the carrying out of all Council duties: integrity, leadership, selflessness, objectivity, accountability, openness, honesty and respect.
- Contribute to improved customer service and organisational effectiveness, by acting ethically, with honesty and fairness.
- Provide exceptional customer service by listening to the needs of each customer and action in a prompt, professional and courteous manner at all times.
- Foster innovation through seeking to improve outcomes, processes and relationships.
- A commitment to ensuring the organisation is child safe.
- Identify, assess and manage all risks associated with the function.
- A commitment to Council's Fraud and Corruption prevention strategy.
- Report injuries, accidents, incidents and near misses in the work area and on the corrective actions taken to prevent reoccurrence.
- Always ensure your actions contribute to a safe and healthy workplace.
- Use and properly maintain appropriate safety clothing and personal protective equipment.
- Ensure EEO, the principles for a culturally diverse society, and Council policies are complied with at all times.

# Selection Criteria

## Essential

**Qualifications**

- Relevant tertiary qualifications in business, customer experience, public administration or a related discipline

**Skills/Experience**

- Demonstrated success in designing and implementing innovative customer experience initiatives within a complex organisation
- Proven ability to lead, develop and empower high-performing teams to achieve service excellence, foster a customer-centric culture, and deliver strategic organisational objectives
- Proven track record in driving staff capability, adoption and effective utilisation of digital systems, including customer relationship management systems, to enhance service delivery outcomes
- Strong influencing and stakeholder management skills to shape and embed customer experience initiatives across the organisation
- Demonstrated experience leading organisational change, identifying continuous improvement opportunities and implementing transformation projects
- Excellent communication and conflict resolution skills, with a demonstrated ability to navigate complex situations, manage differing perspectives and achieve positive outcomes with stakeholders at all levels
- Understanding of governance, privacy and data management requirements related to customer information and emerging technologies

## Desirable

- Previous experience in Local Government with an understanding of Council operations
- Ability to develop and influence the outcomes of an organisation's Customer Experience Strategy
- Familiarity with customer journey mapping or service design processes
- Current C Class Driver's Licence

## Other

- Position Holder in this position will be subject to relevant and ongoing probity checks as determined by Council.
- This position is covered under the Local Government (State) Award and is subject to an annualised salary which includes the requirement to work reasonable additional hours.

# Signature

Position Holder: _____ Date: _____

**Reviewed and Finalised** **Date: Month YYYY**