

The background of the entire page is a photograph of a tram (number 3036) moving along a street at night. The tram is illuminated with warm lights, and its destination sign displays 'Station via Piccadilly'. In the background, a large, multi-story building with many lit windows is visible. The sky is dark blue. On the left side of the page, there is a vertical bar with multiple colored lines (yellow, orange, red, pink, purple, blue, green).

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Metrolink

Job Description: Customer Service Representative

Department: Service Delivery

Job Evaluation Date: 25/04/2023

Customer Service Representative

Reporting to:	Customer Operations Supervisor
Manager Once Removed (MOR):	Customer Operations Manager
Collective Bargaining Pay Group:	Customer Service
Location:	City Centre, Trafford Depot or Queens Road Depot
On-call Requirement:	No

Purpose Statement:

What; As a Customer Service Representative, you will be responsible for delivering revenue protection and customer service activities on the Metrolink network; working proactively to reduce fare evasion; improving customer behaviours and compliance.

How; You will work as a part of a team; being deployed across the Metrolink network conducting a variety of revenue protection tactics as well as supporting crowd control during Special Events. You will be the focal point for Metrolink in offering a high-quality customer service standard; ensuring every passenger travels on the network safely and securely with a valid ticket.

The role requires someone who is able to work well in a team and has a positive approach to helping customers, dealing with challenging situations. Most importantly it is about having resilience, a real passion for delivering a customer focused service and representing the Metrolink brand effectively.

Key Accountabilities Include:	Measurement of Performance (KPI's):
<p>High quality customer service delivered to passengers:</p> <ul style="list-style-type: none"> • Provide a high level of customer service as the key passenger- facing role at Metrolink. • Provide excellent customer care to passengers, answer queries accurately and politely. • Have a thorough product knowledge and a knowledge of the Metrolink network. <p>Revenue Protection conducted on Metrolink:</p> <ul style="list-style-type: none"> • Provide effective and visible revenue protection, checking of tickets and passes. • Issue standard fares to passengers found travelling without a valid ticket. • Prepare written reports to be submitted as evidence at Court for non-payment of standard fares. • Attending court as necessary to support prosecutions as required. • Use your training and interpersonal skills to interact appropriately with a passenger who does not possess a valid ticket and support colleagues where necessary when processing a standard fare. <p>Safety & Security:</p> <ul style="list-style-type: none"> • Deter anti-social behavior by being a visible presence on the system. • Produce clear, legible, accurate and timely reports detailing instances of anti-social behavior to assist in targeting hotspot areas. • Liaise with GMP/BTP and security contractors on issues relating to anti-social behavior, vandalism, and crime. <p>Control and management of special events:</p>	<ul style="list-style-type: none"> • Delivery of high standard of customer service measured through observations. • Delivery of Revenue Protection activities.

- To carry out effective crowd control for special events both at stops and on trams.
- Customer service carried out pre and post events, tickets sold to passengers travelling to events to showcase the system to all customers, including new customers using the system for the first time.
- Ensure optimum revenue protection is always carried out.

Passenger adherence to Metrolink Byelaws:

- To enforce Metrolink Byelaws verbally.

Partnership working:

- Work effectively in both small and large teams to achieve objectives.
- Ability to work closely with Greater Manchester Police/British Transport Police in joint operations on the system.
- Understanding of working relationship with Transport for Greater Manchester (TfGM) and willingness to work together in partnership.
- Establish strong working relationships with internal teams and other external agencies as required.

Skills and Experience Required:

Knowledge & Experience

- Previous customer service experience (desirable)
- Experience of working face-to-face with the public in a busy environment
- Proven ability to form part of a team and have a clear direction and purpose.
- Ability to adhere to rules and procedures.

Skills

- A good command of spoken English and can speak with confidence and accuracy to enable effective and clear communication with customers and stakeholders.
- A Good standard of numeracy skills and English literacy and ability to communicate clearly in writing.
- Excellent customer service skills.
- Demonstrate high quality written and verbal communication skills.
- Excellent interpersonal skills.
- Able to make decisions quickly and accurately under pressure.
- Ability to use own initiative.
- Effective communication
- Friendly and approachable when dealing with members of the public and colleagues.
- Proactive 'can do' attitude.
- Confidence to deal with difficult situations and deal with large groups of people, for example during special events.
- Treats people with respect, irrespective of their background or circumstances
- Ability to adapt quickly to changing operational situations and demands.
- Able to develop positive and productive relationships with internal contacts.
- Value all types of customers and be committed to proving them with a positive experience of the company.
- Active listening skills that make passengers feel like they have been heard.
- Ability to project authority when representing the company.
- The ability to retain information.
- Be proactive in their approach to passengers and assisting them to deliver the service.

Behaviours Required:

Which behaviours are key to the success of this role.....

RESPECT: *Act with Integrity, Interpersonal Awareness, Concern for Impact*

OWNERSHIP: *Accountability, Flexibility, Initiative*

THINKING SKILLS: *Analytical Thinking, Forward Thinking, Customer Understanding*

ACHIEVING: *Results Focus, Concern for Excellence, Collaboration and Partnership*

Financials:

Budget for Role: **Yes**

Number of Direct Reports: **0**

Total Team Number: **0**

Safety:

Safety Critical Role: **No**

Minimum Medical Level Required: **Pre-Employment Medical**

Key Safety Post: **No**