

Role Description

Advisor, Customer Insights



Customer
Service

Cluster	Customer Service
Agency	Department of Customer Service
Division/Branch/Unit	Various
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	224711
PCAT Code	1119192
Date of Approval	June 2020

Primary purpose of the role

Implement, manage and coordinate the consolidation of customer experience data including research and analysis to assess, shape and deliver priority customer initiatives, and identify key actionable insights.

Key accountabilities

- Coordinate and analyse a range of customer data to develop actionable insights to improve customer experience
- Contribute to the development, delivery and continuous improvement of high-quality reporting dashboards to advise on customer experience, service performance, sentiment and brand performance to support informed decision making
- Develop ad-hoc qualitative and quantitative customer research to make recommendation into insights to support and assess priority customer initiatives
- Collaborate with work team to collate and analyse relevant information for briefings to ensure communication of insights.
- Identify opportunities and implement solutions to improve capability in using customer insights and analysis, contributing to the development of a range of strategic and business operational plans
- Monitor, review and evaluate to ensure quality outcomes including maintaining requests for information and investigation within agreed service level agreements to support delivery of key insights and initiatives

Key challenges

- Balancing competing demands to ensure strategic unit objectives are delivered on time and to a high standard while responding to request for information and advice
- Identifying and escalating where required risks and issues that have an impact on deliverables, while providing options for resolution and advice in a dynamic and complex environment
- Maintaining and fostering internal and external networks around customer insights, research and analysis while identifying and embedding relevant and potentially new sources of information

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none">• Build knowledge, provide advice and share ideas and information to support delivery of strategic unit priorities.• Escalate issues and propose solutions.• Receive guidance and provide regular updates on projects, issues and priorities
Work Team	<ul style="list-style-type: none">• Build knowledge, provide advice and share ideas and information to support the delivery of key recommendations and products• Communicates priorities around day to day tasks and priorities• Attends and contributes to regular team and Business unit meetings• Provides training to other staff and participates in process review and improvement projects within the team, branch and division
Customers/Stakeholders	<ul style="list-style-type: none">• Be persuasive in getting information required for reporting and analytical purposes with timeframes• Respond to queries and resolve issues
External	
Customers/Stakeholders	<ul style="list-style-type: none">• Provide services and respond to queries within agreed service standards and timeframes• Build and maintain sound relationships with other Business Units as required and ensure effective communication and consultation processes to 'bring staff on board' and manage expectations

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. It refers to a Managers' decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

Reporting line

Senior Coordinator/Manager

Direct reports

This role has no direct reports

Budget/Expenditure

As per the Customer Service Delegations

Essential requirements

Nil

Capabilities for the role


The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into **focus capabilities** and **complementary capabilities**.


Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none">Keep up to date with relevant contemporary knowledge and practicesLook for and take advantage of opportunities to learn new skills and develop strengthsShow commitment to achieving challenging goalsExamine and reflect on own performanceSeek and respond positively to constructive feedback and guidanceDemonstrate and maintain a high level of personal motivation	Adept
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none">Tailor communication to diverse audiencesClearly explain complex concepts and arguments to individuals and groupsCreate opportunities for others to be heard, listen attentively and encourage them to express their viewsShare information across teams and units to enable informed decision makingWrite fluently in plain English and in a range of styles and formatsUse contemporary communication channels to share information, engage and interact with diverse audiences	Adept
	Commit to Customer Service Provide customer-focused	<ul style="list-style-type: none">Take responsibility for delivering high-quality customer-focused services	Adept

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers • Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community 	
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> • Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others 	Intermediate
 <p>Results</p>	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • Research and apply critical thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness 	Adept
 <p>Business Enablers</p>	Project Management Understand and apply effective project planning, coordination and control methods	<ul style="list-style-type: none"> • Perform basic research and analysis to inform and support the achievement of project deliverables 	Intermediate

FOCUS CAPABILITIES





Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> Contribute to developing project documentation and resource estimates Contribute to reviews of progress, outcomes and future improvements Identify and escalate possible variances from project plans 	

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational

