

Role Description

Digital Service Representative



Cluster	Department of Customer Service
Agency	Service NSW
Division/Branch/Unit	Service Delivery
Classification/Grade/Band	SNSW Grade 2/3
ANZSCO Code	541211
PCAT Code	1119192
Date of Approval	April 2016 (Updated June 2020)

Agency overview

Service NSW is making it easier for people and businesses across NSW to access government services. Since launching in July 2013, we have successfully transformed and streamlined NSW Government service delivery with cutting edge digital solutions and an award-winning culture of passion and teamwork.

Our customer-centric solution offers simpler and faster access to government transactions through our digital channels, a 24/7 phone service and an expanding network of service centres. We currently partner with over 50 agencies to offer over 1,000 NSW Government transactions.

Primary purpose of the role

Provides advice and support as the first point of contact for customers using online technology in service centres to increase adoption of digital services and create positive digital customer experiences

Key accountabilities

- Deliver services in a professional manner in all customer interactions to create positive customer experiences and ensure customer satisfaction as a priority
- Action customer complaints arising from complex agency transactions by ensuring they are accurately resolved, recorded and unresolved issues are escalated through appropriate channels to support effective complaints resolution
- Complete activities in the provision of service delivery in accordance with privacy requirements and legislative obligations to ensure confidentiality, privacy and integrity of information is not compromised
- Monitor digital performance in service centres, and take actions to increase adoption, drive usage and deliver optimum service delivery outcomes
- Develop and maintain knowledge of organisational information resources and operating standards and practices to record and resolve and customer complaints and escalate any unresolved issues to support and enable positive customer outcomes
- Provide advice and support to customers on the adoption of digital services, and in the education of users to deliver great customer experiences through the use of on-line technology
- Maintain awareness of the organisation's customer escalation points to ensure customers are referred to appropriate channels for the completion of out of scope transactions

- Contribute to continuous improvement initiatives through new ideas and identification of opportunities to improve the efficiency of work processes and the implementation of changes in service delivery

Key challenges

- Displaying resilience when dealing with enquiries and complaints from customers that may present with uncooperative, disruptive or abusive behaviours whilst adhering to business compliance requirements and ensuring consistent application of policies, guidelines, procedures and legislation
- Working within a high volume, high pressure and constantly evolving Service Centre environment

Key relationships

• Who	• Why
Internal	
Manager	<ul style="list-style-type: none"> • Contribute to broader unit issues • Provide expert advice and guidance on complex complaints issues • Escalate issues, keep informed, advise, receive guidance and instructions • Participate in discussions and decisions regarding complaints management and emerging issues or trends
Work Team	<ul style="list-style-type: none"> • Encourage team members to work collaboratively to achieve business outcomes • Represent work group perspective and share information • Support team members and work collaboratively to contribute to achieving the team's business outcomes • Participate in meetings to share information and provide input on issues
Customers/ Stakeholders	<ul style="list-style-type: none"> • Provide expert customer focused advice to achieve complaint resolution • Manage the flow of information, seek clarification and provide advice and responses to ensure prompt resolution of issues • Address/respond to queries and provide solutions where possible, or redirect query to relevant area
External	
Customers/ Stakeholders	<ul style="list-style-type: none"> • Develop and maintain effective working relationships and open channels of communication to ensure the effective resolution of complaints • Address/respond to queries where possible, or redirect relevant party for review and resolution • Contribute to a customer-focused approach to service delivery

Role dimensions

Decision making

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

Reporting line

Service Centre Coordinator

Direct reports

This role has no direct reports

Budget/Expenditure

As per Customer Service Delegations

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	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> • Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond appropriately • Work through challenges • Remain calm and focused in challenging situations 	Intermediate
	 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	Foundational
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • Focus on providing a positive customer experience • Support a customer-focused culture in the organisation • Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Cooperate across work areas to improve outcomes for customers 	Intermediate
 Results	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Seek clarification when unsure of work tasks • Complete own work tasks under guidance within set budgets, timeframes and standards • Take the initiative to progress own work • Identify resources needed to complete allocated work tasks 	Foundational

FOCUS CAPABILITIES





Capability group/sets	Capability name	Behavioural indicators	Level
	Technology		
	Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Make effective use of records, information and knowledge management functions and systems • Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies 	Intermediate

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	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Foundational
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Foundational
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Foundational
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Foundational
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Foundational
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective planning, coordination and control methods	Foundational