

# Role Description

## Customer Experience Designer



Customer  
Service

Cluster	Customer Service
Agency	Department of Customer Service
Division/Branch/Unit	Various
Classification/Grade/Band	Grade 7/8
ANZSCO Code	224712
PCAT Code	1339192
Date of Approval	August 2020

### Primary purpose of the role

Responsible for performing a range of activities to gain customer insights, and utilising these customer insights to co-design innovative solutions to meet the customer needs and expectations. Assist in the implementation of customer experience initiatives and embody customer centricity in all engagements with internal/external customers.

### Key accountabilities

- Develop a deep understanding of customer needs and requirements, and translating these into customer problems and opportunities for improvement to optimise the customer experience
- Take a customer-centered design approach to ensure solutions are focused on making it easy for customers to deal with Government
- Utilise relevant and contemporary techniques to co-design the desired future state with customers and stakeholders to ensure continuous improvement and quality service delivery outcome
- Assist the business in the implementation of customer experience improvement initiatives to ensure solutions enhance the experience for customers
- Serve as a customer advocate in all engagements with internal and external stakeholders to ensure solutions and initiatives are customer focused

### Key challenges

- Dealing with a range of matters with competing priorities in a highly complex and diverse business environment.
- Keeping up to date with the range, pace and complexity of information and knowledge required to deliver quality service.
- Balancing competing customer demands while providing feasible and viable business solutions to ensure a positive customer experience

## Key relationships

Who	Why
<b>Internal</b>	
Manager	<ul style="list-style-type: none"><li>• Provide advice and contribute to decision making regarding projects and issues</li><li>• Escalate issues and propose solutions</li><li>• Receive guidance and provide regular updates on projects, issues and priorities</li></ul>
Work Team	<ul style="list-style-type: none"><li>• Support team members and work collaboratively to contribute to achieving team outcomes.</li><li>• Participate in meetings to share information and provide input on issues</li></ul>
Customers/Stakeholders	<ul style="list-style-type: none"><li>• Develop and maintain effective relationships and open channels of communication</li><li>• Exchange information and respond to enquiries</li></ul>
<b>External</b>	
Customers /Stakeholders	<ul style="list-style-type: none"><li>• Understand and analyse customer needs and requirements</li><li>• Advocate for customer experience</li><li>• Develop and maintain effective relationships and open channels of communication</li><li>• Exchange information and respond to enquiries</li></ul>

## 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

Manager

### Direct reports

Nil

### Budget/Expenditure

As per 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	<b>Display Resilience and Courage</b> Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"><li>• Be flexible, show initiative and respond quickly when situations change</li><li>• Give frank and honest feedback and advice</li><li>• Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately</li><li>• Raise and work through challenging issues and seek alternatives</li><li>• Remain composed and calm under pressure and in challenging situations</li></ul>	Adept
 Relationships	<b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"><li>• Take responsibility for delivering high-quality customer-focused services</li><li>• Design processes and policies based on the customer's point of view and needs</li><li>• Understand and measure what is important to customers</li><li>• Use data and information to monitor and improve customer service delivery</li><li>• Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers</li><li>• Maintain relationships with key customers in area of expertise</li><li>• Connect and collaborate with relevant customers within the community</li></ul>	Adept

<b>Work Collaboratively</b> Collaborate with others and value their contribution	<ul style="list-style-type: none"> <li>• Encourage a culture that recognises the value of collaboration</li> <li>• Build cooperation and overcome barriers to information sharing and communication across teams and units</li> <li>• Share lessons learned across teams and units</li> <li>• Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work</li> <li>• Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services</li> </ul>	Adept
 <b>Think and Solve Problems</b> Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> <li>• Research and apply critical thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence</li> <li>• Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience</li> <li>• Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience</li> <li>• Seek contributions and ideas from people with diverse backgrounds and experience</li> <li>• Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness</li> <li>• Identify and share business process improvements to enhance effectiveness</li> </ul>	Adept
 <b>Technology</b> Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> <li>• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks</li> <li>• Use available technology to improve individual performance and effectiveness</li> <li>• Make effective use of records, information and knowledge management functions and systems</li> <li>• Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies</li> </ul>	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	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 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
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective project planning, coordination and control methods	Foundational