

Role Description



Job Title	Digital Service Representative
Agency	Service NSW
Division	Service Delivery
Location	Various
Grade/Band	SNSW 2/3
Kind of Employment	Ongoing
ANZSCO Code	541211
Role Number	Various
PCAT Code	1119192
Date of Approval	October 2014
Agency Website	www.service.nsw.gov.au

Agency Overview

At Service NSW we are a customer focused organisation, passionate about delivering a great customer experience, every day in every way.

Our culture is defined by shared values and behaviours that support the achievement of our 2015 Vision and Mission. Our success is based on living our shared values every day when we work with our customers and with each other.

Our vision is to be recognised as the distinctive leader in the provision of government services.

Our mission is to simplify the way customers do business with government and to transform our customers' experience through excellent service and quality at an optimal cost to serve. We'll do this by:

- putting our customers at the heart of everything we do;
- delivering more choice;
- making it easier to connect with us through a variety of easy to access channels; and,
- innovating, improving and simplifying how we do things.

Our values serve as a compass for our actions. These are the three core values that we live by:

Passion

A great customer experience is our highest priority.

Teamwork

We work together for positive customer outcomes.

Accountability

We work to create value and take ownership for the customer experience end-to-end.

Primary purpose of the role

- Be the first point of contact for the Service NSW digital experience in service centres and ensure the provision of high quality service to customers.

Key accountabilities

- Create a positive relationship in all interactions maintaining a professional and friendly manner and ensuring client satisfaction as a priority.
- Provide timely, accurate, effective and high quality customer service consistent with Service NSW service standards and business requirements, as assessed by internal reviews and customer feedback.
- Deliver great customer experiences through the use of on-line technology.
- Promote the adoption of digital services and educate users.
- Identify the purpose of the customer visit and assist with digital queries appropriately.
- Refer customers to appropriate channel for out of scope transactions.
- Deal effectively with enquiries and complaints from customers.
- Develop and maintain a sound knowledge of information resources particularly in the digital space. Contribute to improve the efficiency of work processes and the implementation of changes in the workplace.
- Make a positive contribution to the team environment.
- Monitor digital performance in centre and take actions to increase adoption and drive usage

Key challenges

- Create a positive relationship in all interactions by demonstrating a bright, cheerful confident manner.
- Exercise tact, judgment and initiative when obtaining information from and dealing with customers.
- Respond appropriately to customers speedily and accurately.
- Achieve weekly/monthly targets as prescribed by the centre manager.
- Maintain a positive, polite and helpful approach in dealing with customers.
- Maintain a working knowledge of Service NSW operating practices and procedures.
- Work within a high volume, high pressure contact centre environment.

Key relationships

Who	Why
Internal	
Service Coordinator	Escalate issues, receive instructions and ensure targets are met.
Concierge	Regularly engage to provide a seamless customer experience
Customer Service Representatives & other Digital Service	Regularly engage to share or seek information.
External	
Customers	Provide timely, accurate, efficient and personalised service.

Role dimensions

Decision making

The position is fully accountable for the customer experience provided.

Reporting line

The Digital Customer Service Officer reports directly to the Service Coordinator

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Foundational
	Manage Self	Foundational
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Foundational
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
 Results	Deliver Results	Foundational
	Plan and Prioritise	Foundational
	Think and Solve Problems	Foundational
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	Project Management	Foundational

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Intermediate	<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 in a reasonable way • Work through challenges • Stay calm and focused in the face of challenging situations
Relationships Communicate Effectively	Foundational	<ul style="list-style-type: none"> • Speak at the right pace and volume for varied audiences • Allow others time to speak • Display active listening • Explain things clearly • Be aware of own body language and facial expressions • Write in a way that is logical and easy to follow
Relationships Commit to Customer Service	Intermediate	<ul style="list-style-type: none"> • Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay 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 • Co-operate across work areas to improve outcomes for customers
Results Deliver Results	Foundational	<ul style="list-style-type: none"> • 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 • Seek clarification when unsure of work tasks
Business Enablers Technology	Intermediate	<ul style="list-style-type: none"> • Apply computer applications that enable performance of more complex tasks • Apply practical skills in the use of relevant technology • Make effective use of records, information and knowledge management functions and systems • Understand and comply with information and communications security and acceptable use policies • Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies