

Aberdeen City Council
Job Profile

Customer Care Officer –
Customer Response

About Aberdeen City Council

Our purpose is to ensure the People and Place of Aberdeen prosper and to protect the People and Place from harm.

The [Local Outcome Improvement Plan 2016 – 2026](#) (LOIP) identifies how Aberdeen City Council, together with our [Community Planning Partners](#), will tackle the key issues facing our city to ensure Aberdeen is a place where all people prosper. The LOIP sets out our shared promises to the people of Aberdeen:

- **Prosperous Economy** - Aberdeen has a flourishing, thriving and successful local economy.
- **Prosperous People** - People in Aberdeen are happy, healthy and enjoy positive life outcomes.
- **Prosperous Place** - People experience Aberdeen as the best place to invest, live and visit.
- **Enabling Technology** - Innovative, integrated and transformed public services.

To deliver our promises to the city of Aberdeen, our focus is on:

- Empowering staff to meet priority outcomes aligned to the determinates of good health
- Empowering the communities we serve to be self-sufficient
- Early intervention and prevention of harm to the people, place and economy of Aberdeen
- Connecting with citizens, customers and partners through our use of digital
- Using data and information to help us understand the demand on the Council and how we can better improve outcomes
- Being entrepreneurial - creative and innovative in how we do our business.

We count on our employees to be enthusiastic and proactive public servants, who are committed to our purpose and motivated to make a positive and lasting difference to the city and its people.

Aberdeen City Council is arranged into three functions, two of which are aligned to the wider determinates of good health and the final function focussed on good governance. Each function is divided into clusters, and within each cluster are service areas/teams. Teams from across the Council prioritise working together with local and regional partners to ensure a collective focus on improving outcomes for our citizens in keeping with the wider determinates of good health.

About the Corporate Services Function

The Corporate Services function helps the Council to perform its duties in providing high quality services to citizens, staff and our elected members, while also managing the financial and regulatory risks involved. It brings together services that support strong governance and financial stewardship across the council and enables the council to modernise its services through the use of digital technology, data and research, legal and procurement expertise.

This function is also essential for the council to reach its strategic objectives by giving the required support and infrastructure that allows data driven decisions to support the political direction set by elected members. Through engagement activities, diversity & inclusion, ease of contact and assurance led transactional services for staff and citizens, with the focus on digital transformation, skills and platforms underpinning all of these.

Clusters within the Corporate Services Function are:

- People and Citizen Services Cluster
- Digital and Technology Cluster
- Finance Cluster
- Commercial and Procurement Services Cluster
- Governance Cluster and
- Data Insights (HDRCA) Cluster

About the **People & Citizen Services** Cluster

This cluster is responsible for reshaping the council's workforce within the context of a 21st century workforce strategy and ensuring an aligned organisational culture. It supports the delivery of the Target Operating Model by enabling, empowering and engaging staff to maximise the employee experience and to inspire them to deliver the prescribed citizen experience and meet priority outcomes. All internal and external contact across all channels (face to face, telephony, mail, web, social media etc) will be managed by the cluster, in addition to teams supporting the talent management, employee relations, wellbeing, and people development of all staff and the promotion of good practice in internal and external communications and engagement.

About the **Customer Response** Team

The Customer Response Team deliver efficient, effective and professional services to members of the public and other customers through either face to face, telephone or electronic means of communication in accordance with relevant guidance, legislation and government policy. As an example, this team provide Reception and Customer Service Centre support where team members will work to resolve a wide variety of customer queries, or they will ensure the query is directed to the relevant service within the Council to resolve.

About the Role

The purpose of this role is to ensure that all enquiries made to the Customer Response Team, are handled appropriately and effectively, with first class customer care. The post holder will play a key role in the digital and assisted digital programme ensuring that customers are supported where required and access council services in a manner appropriate for their needs. The post holder will demonstrate excellent communication and digital skills, work to a high level of accuracy and have a strong customer service ethos.

Job Title	Customer Care Officer – Customer Response
Pay Grade	G9
Job Family	Frontline Customer Services
Location	Marischal College or other offices as required



Key Outcomes and Task Examples

The post holder will deliver the following outcomes:

Provision of a comprehensive and effective Customer Response service that responds to the needs of the customer and the organisation

Examples of related tasks:

- Answer incoming contact (calls, web, emails, face to face etc.) handling all enquiries appropriately, recognising vulnerability and taking any necessary steps to ensure the well-being of the customer.
- Give appropriate advice in accordance with organisational standards, procedures and legislative requirements
- Provide effective support to a diverse customer base using a calm and sensitive approach.
- Identify emergency situations and take appropriate actions.
- Seek and provide first time resolution for all calls whenever possible.
- Engage with customers in a friendly and professional manner to deliver the highest standards of customer care.
- Provide digital assistance to customers accessing council services, recognising vulnerability and taking necessary steps to ensure the customer receives the necessary levels of support.
- Accurately record data on a variety of IT systems and prioritise requests according to set processes.
- Identify opportunities to improve the customer experience, including cross servicing options where customers would benefit from other council services.
- Proactively raise any issues and collaborate across the team to devise improvements and refinements to the service.
- Align with corporate objectives, standards and behaviours.

This job profile provides indicative information about outcomes, tasks and activities that may be undertaken as part of this role. It is not intended to be an exhaustive list due to the need for agility and flexibility in our workforce and to be responsive to change and meet business needs.

Role Requirements

This section includes what the post holder needs to carry out the role or, for recruitment purposes, enables applicants to decide whether they meet these requirements.

Minimum Qualification(s) / Certificates / Memberships etc. required	<ul style="list-style-type: none">• Not applicable.
As a minimum, demonstrate skills and experience in	<ul style="list-style-type: none">• Working under pressure in a busy environment whilst delivering a high standard of customer service.• Consistently meeting service targets.• Using IT systems and standard ICT packages, such as the Microsoft Office suite of software.• Handling difficult / emergency situations.• Practical approach to problem solving.
As a minimum, demonstrate an understanding of	<ul style="list-style-type: none">• Relevant policy and legislation.
Demonstrate commitment to	<ul style="list-style-type: none">• Delivering excellent customer service through genuine passion and desire.• The principles of the Target Operating Model.• The priorities and aims of Aberdeen City Council.
Other requirements	<ul style="list-style-type: none">• Travel as required in relation to the needs of the Service• Work at alternative locations as required

Our Guiding Principles

We are all responsible for the culture we work in, and our Guiding Principles help guide what we expect from each other:

Purpose	We care about our purpose, our people and our city
Pride	We take pride in what we do and work to make things better
Team	One team, one council, one city
Trust	We trust each other and take responsibility
Value	We value each other and recognise a job well done

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