

Passenger Focus Job description

Title:	Senior Passenger Adviser
Salary:	£22,940
Grade/Band:	C
Line Manager:	Passenger Advice Team Leader
Location:	Manchester

Purpose of job

To be champion of the rail, bus, coach and tram consumer, by delivering a first-class frontline service to passengers who want to make contact with, or complain to, Passenger Focus. This will involve:

- Giving advice and assisting them in their enquiries by telephone and in writing
- Investigating and resolving complaints for passengers
- Making representation to other parties and/or service providers where appropriate
- Establishing effective working relationships with the operating companies to maximise efficiency and scope for negotiation on behalf of consumers
- Challenging companies who have not acted within legislation, licence conditions, codes of practice or company policy, or who have not delivered sufficient customer service.

Outline

The passenger adviser will be responsible for ensuring that passenger contacts to Passenger Focus are dealt with professionally and in line with Passenger Focus's contact and complaint handling targets. The post holder will consistently deliver high standards of customer service, whilst ensuring all passenger details and feedback is effectively captured. This will allow an identification of trends and issues, which relate to the experiences of passengers. The post holder may also be involved in cross organisational working within project teams to support the delivery of business plans as required from time to time.

Key tasks and responsibilities:

The post holder will be forward thinking, having an analytical approach and should be able to analyse trends in information to creatively identify solutions. The post holder is also personally responsible for:

- Providing a professional and consistent appeal complaint handling service by analysing complaints and, on behalf of the consumer, making appropriate representation to train, bus, coach and tram operating companies and groups / service providers whilst meeting Passenger Focus contact and complaint handling targets. The post holder is expected to meet individual targets for quantity and quality of response, whilst also working to team targets as defined by the Passenger Advice Team Leader
- Receiving and taking action on queries / complaints from all rail, bus, coach and tram consumers received by telephone or in writing, ensuring that the consumer is given an

efficient, courteous and informative service. This will involve handling queries / complaints from members of the public through any channel during office hours

- Answering consumer's enquiries about their rights, the rail, bus, coach and tram industry, industry policy and legislation, regulations, internal information and the work of Passenger Focus
- Producing standard and tailored reports as required and providing support to the Passenger Advice Team Leader around the development or improvement of internal or external complaints handling and customer service policies as required. This will include identifying improvements in internal passenger satisfaction audits and actively seeking ways to improve the complaint handling processes to generate outstanding levels of satisfaction amongst passengers
- Producing and maintaining accurate records in accordance with Passenger Focus policy, data protection and information security
- Analysing complaints and trends in information to proactively respond to complaints and provide consumer advice
- Proactively identifying ways for improving communications from the Passenger Advice Team to ensure the rest of the organisation and its key stakeholders are aware of the work of the team, its successes and trends in complaints data
- Fulfilment of some basic office administration tasks such as scanning documents, manipulating database systems to run reports and undertaking regular checks of the data's integrity
- Developing and maintaining effective, positive working relationships at all levels both within Passenger Focus and with those in the rail, bus and coach industry. It will also be important to engage other third parties, with a view to seeking improvements for the consumer
- Maintaining appropriate contact with the outsourced passenger contact centre, responding to any queries or requests for briefing information and ensuring that information or cases are transferred smoothly between the two centres. This will also include proactively identifying ways to ensure processes are continuously improved
- Regularly liaising with Passenger Link Managers and other Passenger Focus departments to ensure that issues arising from passenger contacts and complaints are escalated and incorporated into business plan objectives
- Demonstrating Passenger Focus values and behaviours whilst working cooperatively with others and expressing positive attitudes. These are: **openness, trust, engagement and independence**
- Working under minimum supervision, independently and as part of a team. Proactively escalating issues as appropriate.

Passenger Focus Person specification

Skills and competencies:

- **Education/experience:** Some experience within a similar role, such as a consumer advisory, customer service or complaints handling environment
- **Customer service excellence:** Fully committed to serving the needs of customers, putting their expectations first and doing what is required to deliver excellent customer service
- **Communication:** Able to communicate clearly and concisely, both verbally and in writing so that others can easily understand, and be able to engage in effective conversations

- **Empathy and negotiation:** Able to diplomatically and professionally put forward arguments and points of view, whilst understanding those of others. Also able to persuade, convince or influence others by appealing to reason and utilising data effectively, and by building effective working relationships
- **Initiative and innovation:** Able to work under own initiative, prioritise workload and think strategically to solve problems and formulate plans with minimum supervision
- **Commitment to continuous improvement:** Able to maintain high levels of accuracy when processing work, being mindful of the importance of data integrity, motivated by the delivery of process improvement to achieve results
- **Team working:** Can work effectively as part of a team, contributing to the achievement of team objectives as a priority
- **Drive for results:** Focuses on excellence to achieve targets related to quality and quantity of response. Is motivated by the delivery of improvements and long term results
- **Resilience and tenacity:** Able to work consistently well under pressure from either workloads or customers. Responds flexibly to a changing environment and is able to show assertiveness when required.
- **Planning and organising:** Ability to use IT skills effectively to plan and organisation administration systems such as call logging and filing systems. Good working knowledge of Microsoft Office, including Word, Excel and PowerPoint and ability to use these skills in producing reports, letters and other correspondence is essential. Experience of using databases and complaints handling systems is desirable
- **Basic rail, bus, coach or tram industry knowledge:** A basic understanding of the industry would be an advantage.

Important working relationships:

- Significant contact with the travelling public
- Key industry stakeholders
- Internal Passenger Focus departments
- Other consumer organisations.