

## **ROLE DESCRIPTION**

<b>Job Title</b>	Customer Services Manager
<b>Salary Band</b>	SCP 37-40
<b>Reporting to</b>	Customer Delivery Manager
<b>Directorate</b>	Place
<b>Service Area and sub area</b>	Customer & Operations
<b>Team</b>	Customer Services Team Leaders and Teams
<b>Political Restriction</b>	No

<b>1. Primary Purpose of the Post</b>
<p>The Customer Service Manager is responsible for the day-to-day management and development of the customer service function, with particular responsibility for overseeing the LCRCA's contact centre, comments team, and other administrative customer functions.</p> <p>This role is crucial for making sure customers consistently receive excellent service throughout the organisation. The Customer Service Manager sets clear targets for the team, regularly reviews how well services are being delivered, and actively seeks ways to make improvements. By doing so, they help ensure that every interaction meets high standards and that customers' needs are met efficiently.</p> <p>Beyond managing day-to-day customer contact, the role involves bringing together different services offered by the organisation, streamlining processes, and cutting out unnecessary steps. This means the Customer Service Manager works to create a joined-up experience for anyone who needs help, whether they are phoning the contact centre, sending an email, using webforms, or reaching out on social media. The aim is to make it as easy as possible for customers to get the support they need, no matter how they choose to get in touch.</p>
<b>2. Your responsibilities</b>
<p><b>1. Customer Experience &amp; Service Delivery</b></p> <ul style="list-style-type: none"> <li>• Lead a high-volume, multi-channel customer contact service (telephony, digital, social media, complaints, and back-office functions).</li> <li>• Develop and deliver a customer experience strategy that places the customer at the heart of service design and delivery.</li> <li>• Ensure timely, effective resolution of enquiries, feedback, escalations, and complaints in line with regulatory frameworks and internal standards.</li> <li>• Use customer insight, journey mapping, and feedback to continuously improve service quality and accessibility.</li> <li>• Respond effectively to emergency and high-risk situations, ensuring service continuity.</li> </ul>



## **2. Leadership, People Development & Wellbeing**

- Provide inspirational leadership across contact centre, complaints, and support teams, fostering a high-performance and customer-focused culture.
- Lead recruitment, onboarding, performance management, rotas and succession planning.
- Promote continuous learning, adaptability, and resilience through targeted training and development.
- Support staff wellbeing and mental health, recognising the demands of a customer-facing environment.
- Manage attendance, absence, and workforce engagement to maintain service levels and morale.
- Lead teams confidently through organisational and service change.

## **3. Workforce Planning, Resource & Performance Management**

- Forecast demand and manage resources dynamically to ensure effective coverage and service performance.
- Set clear performance expectations and use KPIs, quality assurance frameworks, and regular feedback to drive improvement.
- Monitor productivity, service levels, and customer satisfaction, addressing underperformance promptly.
- Recognise and reward flexibility and adaptability in response to changing customer and business needs.

## **4. Digital, Technology & Innovation**

- Embed digital services at the core of customer service delivery for customers and staff.
- Oversee the selection, implementation, and optimisation of contact centre systems (e.g. CRM, telephony, AI-enabled tools).
- Leverage data, analytics, and reporting to identify trends, inform decisions, and improve outcomes.
- Encourage innovation and continuous improvement to enhance efficiency, quality, and customer satisfaction.

## **5. Governance, Compliance & Risk Management**

- Ensure compliance with relevant legislation and standards (e.g. GDPR, PCI DSS, BACS, health and safety).
- Develop, maintain, and test business continuity and disaster recovery plans.
- Identify, assess, and proactively manage operational, contractual, and service risks.
- Oversee effective escalation and resolution processes for complex or sensitive cases.
- Monitor and enforce contractual performance, including quality, timescales, and value for money.



## **6. Financial & Commercial Management**

- Lead financial planning, budgetary control, and effective resource allocation.
- Demonstrate commercial awareness to review and enhance service performance and sustainability.
- Ensure projects and service improvements are delivered on time, within budget, and achieve measurable benefits.
- Support procurement processes and contract management where required.

## **7. Equality, Diversity, Inclusion & Accessibility**

- Promote equality, diversity, and inclusion across all services and employment practices.
- Undertake equality impact assessments and deliver improvement plans.
- Ensure services are accessible, fair, and inclusive, addressing any identified barriers promptly.

## **8. Stakeholder Engagement & Partnership Working**

- Build and maintain strong relationships with internal teams and external partners to support service delivery.
- Collaborate across departments (e.g. IT, HR, Communications) to improve systems, processes, and customer outcomes.
- Provide clear, data-driven performance reporting to senior leaders and stakeholders.

## **9. Sustainability & Environmental Responsibility**

- Support organisational sustainability objectives through efficient, environmentally responsible service delivery.
- Promote digital-first and paperless approaches where appropriate.

## **3. General Corporate Responsibilities**

- Commitment to the organisation's vision, values, and behaviours.
- Maintain confidentiality in a sensitive data environment.
- Value equality, diversity, and inclusion.
- Commitment to ongoing learning and self-development.

## PERSON SPECIFICATION

**Job Title:** Customer Services Manager

Criteria		
Qualifications and Training	E = Essential D = Desirable	Identified By
Hold or be working towards a level 5 Management Professional Qualification.	D	A

Experience and knowledge	E = Essential D = Desirable	Identified By
Previous experience working in a Customer Service environment	E	A,I
Experience of managing a customer focussed multi-channel Contact Centre	D	A,I
Good understanding of Contact Centre functions and the role they play in a modern contact centre.	E	A,I
Appreciation and experience of applying and managing Health & Safety, environmental and quality Management practices.	D	A
Managing resources across multiple sites at Liverpool ONE, Mann Island and remote locations, including working from home	E	A,I
Experience and knowledge of digital based customer delivery solutions including social media, live web chat and automated virtual assistance	E	A,I
Knowledge and understanding of GDPR regulations and data protection law, PCI DSS and BACS Scheme rules to manage compliance and adhere to industry standards	E	A,I

Skills and abilities	E = Essential D = Desirable	Identified By
Previous experience of using Microsoft Office Suite, Word and Excel and Outlook specifically.	E	A,I
Good Communication Skills	E	A,I
Team Working	E	A,I
Ability to motivate a team of staff in a challenging environment	E	A,I
Ability to plan, prioritise and make decisions, and manage conflict.	E	A,I



Ability to liaise effectively with internal departments, partners and stakeholders	<b>E</b>	<b>A,I</b>
Organisational skills with the ability to work to deadlines within competing priorities	<b>E</b>	<b>A,I</b>
Able to work on own and as a team	<b>E</b>	<b>A,I</b>

<b>Personal Attributes</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Strong customer focus – protecting customer personal data and financial information, demonstrating commitment to learning and personal development, good time keeping and attendance	<b>E</b>	<b>I</b>
Adaptability – the ability to connect with work colleagues, work flexibility between tasks, ability to change work location between Mann Island and Liverpool One Contact Centre in line with business demands	<b>E</b>	<b>I</b>
Respect and Courtesy – dealing with customers sensitively and professionally and with a friendly and helpful approach for first point of contact resolution	<b>E</b>	<b>I</b>

<b>Core Behavioural Competencies</b>	<b>E = Essential D = Desirable</b>	<b>Identified By</b>
Commitment to LCRCA vision, values and behaviours	<b>E</b>	<b>A,I</b>

### Key to Assessment Methods:

KO – Knockout question	A - Application	P – Presentation	T - Test
FQ – Filter Question	I – Interview	E – Exercise	AC – Assessment