



## **POSITION DESCRIPTION**

Title: Customer Relationship Manager

Department: Citizen Service Center

Job Analysis: April 2005, Dec 2006, Oct 2011, Sept 2018, Feb 2020, **Sept 2022**

Note: Statements included in this description are intended to reflect in general the duties and responsibilities of this classification and are not to be interpreted as being all inclusive. The employee may be assigned other duties that are not specifically included.

### **Relationships**

Reports To: County Administrator

Subordinate Staff: Customer Service Representatives, Knowledgebase/Multi-Media Coordinator

Internal Contacts: Commissioners, Department Heads, All Other County Staff

External Contacts: Vendors, Representatives from other Agencies, & the Public

Status: Classified/Exempt (~~S316~~ S317)

### **Job Summary**

Provides coordination and overall direction of customer service initiatives for the Baldwin County Commission. This individual is responsible for managing the Call Center, supervising Customer Service Representatives, coordinating web-based service delivery, coordinating training programs related to customer service, developing customer focused services, and marketing those services. This individual must be able to work independently; exercise sound business judgment in the performance of duties; and communicate well with other employees, general public, and elected officials.

### **Job Domains**

#### **A. Customer Relationship Management**

1. Coordinate and implement customer-based initiatives that will impact the perception of government in a positive manner.
2. Develop and foster relationships with internal and external customers that will enhance services.
3. Coordinate with all departments and agencies served to understand services being provided and develop or enhance the delivery of those services.

4. Develop and implement plans for delivery of services via Call Center, website, and face to face.
5. Conduct internal and public surveys to determine customer satisfaction and strategic direction.
6. Coordinate and/or conduct training of County staff on customer service-related areas and initiatives.
7. Implement technology where appropriate to enhance service delivery and accountability.
8. Develop and maintain a strategic plan for continued improvement of customer service.

#### B. Call Center Management

1. Develop and implement procedures to ensure the efficient operation of the ~~Call~~ Service Center, while ensuring compliance with laws and Commission policy.
2. Supervise and schedule staff to ensure the delivery of superior customer service.
3. Prepare call statistics, orders closed, orders open, and other reports to encourage accountability and customer service.
4. Establish measurement tools to measure, monitor, and evaluate CSR performance to assure quality of service, professionalism, and courtesy. Identify actions that can improve call quality and customer satisfaction.
5. Develop and implement marketing & branding initiatives to promote the use of the ~~Call~~ Service Center.
6. Implement technology where appropriate to enhance service delivery and accountability.
7. Responsible for providing consultation to various departments on Call Center applications call flows, routing, and configuration.
8. Responsible for day-to-day configuration changes to call flows and agent profiles in OpenScope Contact Center Manager (OSCC).
9. Responsible for keeping OSCC recordings up to date; changing during activation and holidays, etc.
10. Responsible for initial troubleshooting of any reported issues with Call Center applications.
11. Responsible for working with vendor to resolve any issues with Call Center applications.
12. Responsible for coordinating and supervising Emergency Operations Call Center.

#### C. Project Management

1. Develop project implementation plans and budget as required.
2. Coordinate internal and external resources during implementation of project with emphasis on keeping project on schedule and within budget.
3. Develop reports and presentations.
4. Coordinate with departments/agencies to ensure accurate distribution of information to customers.
5. Analyze issues, identify solutions, and implement recommendations.

#### D. Supervisory

1. Schedule, coach, assign, reviews and evaluate the work of subordinates.

~~2. Perform daily supervisor duties for all subordinates.~~

3. Establish and communicate priorities and timelines with subordinates.
4. Hold regular meetings with subordinates to ensure effective communication of policies and mission.

### **Knowledge, Skills, and Abilities**

1. Thorough knowledge of inbound call center management.
2. Thorough knowledge of public relations principles.
3. Thorough knowledge of marketing principles and techniques.
4. Thorough knowledge related to the customer services being provided by the ~~Call~~ Service Center.
5. Thorough knowledge of the laws, ordinances, regulations, and policies governing the services being delivered
6. ~~Good~~ Thorough knowledge of the overall County Organization, Departmental and Agency missions & duties, County facts, etc. in order to provide a high level of customer service to those served.
7. Good knowledge of project management principles, including budgeting.
8. Good knowledge of communications and information technology as relates to the call center and customer service. **Specifically, OpenScape Contact Center Manager application.**
9. Good knowledge of office productivity software (word processing, spreadsheet, database).
10. Good knowledge of desktop computer systems and computer peripheral equipment.
11. Ability to plan and organize work in order to set priorities and meet deadlines.
12. Ability to interpret complex matters and respond to questions at a layman's level of understanding.
13. Ability to communicate effectively, both orally and in writing.
14. Ability to meet and deal effectively with public officials, community groups, media, and the general public.
15. Ability to speak with a clear, well-modulated voice and to use proper grammar.
16. Ability to deal with all personal & telephone contacts in a tactful & courteous manner and to quickly convey concise & accurate information.
17. Ability to establish and maintain effective working relationships with department heads, elected officials, other employees, vendors, and the general public.

### **Other Characteristics**

1. Must be willing to travel and stay overnight as required.
2. Must be willing to work nonstandard hours, including weekends and overtime.
3. Must be willing to attend additional training, skills development, and other self improvement courses.

### **Minimum Qualifications**

1. Should possess a bachelor's degree from a recognized college or university in Communications, Marketing, Public Relations, or a closely related field. Or a combination of education and experience equivalent to these requirements.

2. Should have a minimum of two (2) years' experience managing an inbound Call Center or other related area that would demonstrate the capability to perform the duties required of this position.

### **Certifications**

The below certifications must be obtained within two (2) years of the job description being approved for employees currently in this position or two (2) years from beginning of employment for employees new to this position.

1. **OpenScape Contact Center Administrator**
2. IS 100- Introduction to the Incident Command System
3. IS 700 – National Incident Management System (NIMS) an Introduction
4. IS 701.a – NIMS Multiagency Coordination System Course
5. IS 702 – NIMS Public Information Systems
6. IS 703.a – NIMS Resource Management
7. IS 704 – NIMS Communications and Information Management
8. IS 300 – Intermediate Incident Command Structure
9. IS 400 – Advanced Incident Command System