

## POSITION DESCRIPTION

Title: Customer Relationship Manager

Department: ~~Communications & Information Systems~~ Citizen Service Center

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

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 Assistant CIS Director or CIS Director as determined by current requirements and defined by current Organizational Chart.~~

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

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

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

Status: Classified/Exempt (EC-8)

### 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 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 Center.
6. Implement technology where appropriate to enhance service delivery and accountability.
7. Coordinate and manage the 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.

#### D. Supervisory

1. Perform daily supervisor duties for all subordinates.
2. Establish and communicate priorities and timelines with subordinates.
3. 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 Center.

5. Thorough knowledge of the laws, ordinances, regulations, and policies governing the services being delivered
6. Good 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.
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. IS 100- Introduction to the Incident Command System
2. IS 700 – National Incident Management System (NIMS) an Introduction
3. IS 701.a – NIMS Multiagency Coordination System Course
4. IS 702 – NIMS Public Information Systems

5. IS 703.a – NIMS Resource Management
6. IS 704 – NIMS Communications and Information Management
7. IS 300 – Intermediate Incident Command Structure
8. IS 400 – Advanced Incident Command System

## POSITION DESCRIPTION

Title: Customer Service Representative I

Department: ~~Communications & Information Systems~~ Citizen Service Center

Job Analysis: Sept 2005, Oct 2011, March 2012, Aug 2016, Feb 2020

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: ~~Customer Relationship Manager Assistant CIS Director or CIS Director as determined by current requirements and defined by current Organizational Chart.~~

Subordinate Staff: None

Internal Contacts: Commission Staff

External Contacts: General Public

Status: Classified/Non-Exempt (G)

### Job Summary

A Customer Service Representative (CSR) plays a key role as an ambassador for the Baldwin County Commission. Primarily, the CSR is responsible for receiving and processing all incoming calls, requests, and complaints for offices of the County, State, and other public entities residing within the County. Communications from the public or in-house may come to the Call Center via phone, fax, electronic or postal mail. For each contact, the CSR is responsible for determining the needs of the caller, researching answers to their inquiries, collecting detailed, required data to complete departmental service requests or transfer to an appropriate resource.

In addition to the Baldwin County Commission Departments, CSRs currently provide general information or refer to over 20 state and federal governments entities residing within our County limits, 14 municipalities, 8 divisions of the Circuit Clerk's office, 7 Circuit and District Judges. CSRs also provide reference numbers for all other Counties in Alabama.

### Job Domains

#### A. Customer Service

1. Receives, resolves or dispatches calls utilizing an enterprise contact center system.
2. Use specific core competencies to maintain quality standards throughout each interaction.
3. Correctly identify the citizen's inquiry, gather and provide - through specialized Customer Relationship Management Software - the back-end service provider with

enough information to properly assess the situation and respond with appropriate resources in a timely manner.

4. Answer general citizen questions using information within the Customer Relationship Management Software (either in the script or in the knowledgebase). Questions beyond the scope of provided information are transferred to the appropriate personnel or escalated for follow up.
5. Provide general information and contact information for various Government organizations and assist in referrals.
6. Take ownership of each contact and perform follow-up when needed to ensure the citizen has adequate resolution to their situation.
7. Use multiple telephone and computer systems to handle inquiries, research answers, enter requests for service, comments or complaints. This includes but is not limited to Siemens OpenScope Contact Center, Lagan ECM, Lagan Virtual Office, Office Communicator, Microsoft Outlook, Word, Publisher and Excel, SharePoint, and a variety of search engines and Internet Explorer tools.
8. Identify gaps in knowledgebase and escalate unresolved matters to appropriate County personnel.

#### B. Miscellaneous

1. Performs related routine clerical work.
2. Refers technical operation problems to supervisor or appropriate CIS division.
3. Other assigned tasks as required.

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

1. Fluency in the English language, both written and verbal.
2. Ability to speak with a clear, well-modulated voice and to use proper grammar.
3. Excellent interpersonal and communications skills to deal tactfully and effectively with citizens and staff.
4. Ability to quickly convey concise and accurate information.
5. Ability to respond to difficult or demanding callers with tact and diplomacy.
6. Listening skills to accurately understand customer concerns and/or issues and verbal instructions and type it into a computer as it is being heard.
7. Ability to complete multiple tasks simultaneously including monitoring and hearing information from callers while reviewing and interpreting information from multiple computer screens and entering complex data while at the same time responding to the caller when appropriate.
8. Proven ability to problem solve and use creative thinking techniques.
9. Ability to enforce rules and policies with calmness, firmness and fairness.
10. Ability to read maps, find locations and describe directions.
11. Able to make decisions and act quickly in an emergency situation.
12. Ability to type a minimum of 40 wpm, to accurately record service request or complaint in computer system.
13. Proficiency in all MS Office products and Internet Explorer with good internet/intranet searching skills.
14. Ability to operate an enterprise contact center system

15. Good knowledge of County departmental organization and functions or the ability to readily acquire this knowledge.
16. Ability to perform related routine clerical work.
17. Skills to establish and maintain effective working relationships with other employees, County officials, and the general public.

### **Other Characteristics**

1. Must be willing to attend additional training, skills development, and other self improvement courses as deemed necessary by supervisor.
2. Must be available to report to Emergency Operations Center and work 24/7 during an activation.
3. Must be able to wear a lightweight headset at all times while on duty.
4. Must be able to sit for long periods of time.
5. Must be able to handle large volume of incoming calls (as many as 400 calls per day which would be about 50 per hour.)
6. Must be able to operate computer and other office equipment which requires repetitive arm, hand and eye movement.
7. Must maintain confidentiality when involved in sensitive, confidential or controversial problems and issues related to the County.
8. Before being eligible for employment, all applicants must pass a typing test, with the ability to type 40 wpm and may be administered additional proficiency tests.

### **Minimum Qualifications**

1. High School diploma or equivalent.
2. One (1) year experience in enterprise contact center systems, communications, or public relations and/or certificate of proficiency from an approved training agency/institution.

### **Certifications**

The below certifications must be obtained within one (1) year of the job description being approved for employees currently in this position or one (1) year from beginning of employment for employees new to this position.

1. IS 100- Introduction to the Incident Command System
2. IS 700 – National Incident Management System (NIMS) an Introduction
3. IS 701.a – NIMS Multiagency Coordination System Course
4. IS 702 – NIMS Public Information Systems
5. IS 703.a – NIMS Resource Management
6. IS 704 – NIMS Communications and Information Management

## POSITION DESCRIPTION

Title: Customer Service Representative II

Department: ~~Communications & Information Systems~~ Citizen Service Center

Job Analysis Date: October 2007, October 2011, March 2012, Feb 2020

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: Customer Relationship Manager

Subordinate Staff: None

Internal Contacts: Commission Staff, Elected Officials, County Administrator, Department Heads and all other County Staff

External Contacts: General Public

Status: Classified/Non-Exempt (H)

### Job Summary

A Customer Service Representative II (CSR) plays a key role as an ambassador for the Baldwin County Commission. Primarily, the CSR is responsible for receiving and processing all incoming calls, requests, and complaints for offices of the County, State, and other public entities residing within the County. Communications from the public or in-house may come to the Call Center via phone, fax, electronic or postal mail. For each contact, the CSR is responsible for determining the needs of the caller, researching answers to their inquiries, collecting detailed, required data to complete departmental service requests or transfer to an appropriate resource.

Before being eligible for employment, all applicants must pass a typing test, with the ability to type 40 wpm and must pass the *RepeValuator* exam which tests applicants on typing and customer service skills. A score of 75 or higher must be obtained on the RepeValuator exam.

In addition to the Baldwin County Commission Departments, CSRs currently provide general information or refer to over 20 state and federal governments entities residing within our county limits, 14 municipalities, 8 divisions of the Circuit Clerk's office, 7 Circuit and District Judges. CSRs also provide reference numbers for all other Counties in Alabama.



In addition to the duties of a CSR, a CSRII mentors and trains new employees; may occasionally act as a backup supervisor in the absence of the Customer Relationship Manager; as well as other duties outlined below.

### **Job Domains**

#### **A. Customer Service**

1. Receive, resolve or dispatch calls utilizing an enterprise contact center system.
2. Use specific core competencies to maintain quality standards throughout each interaction.
3. Correctly identify the citizen's inquiry, gather and provide - through specialized Customer Relationship Management Software - the back-end service provider with enough information to properly assess the situation and respond with appropriate resources in a timely manner.
4. Answer general citizen questions using information within the Customer Relationship Management Software (either in the script or in the knowledgebase). Questions beyond the scope of provided information are transferred to the appropriate personnel or escalated for follow up.
5. Provide general information and contact information for various Government organizations and assist in referrals.
6. Take ownership of each contact and perform follow-up when needed to ensure the citizen has adequate resolution to their situation.
7. Use multiple telephone and computer systems to handle inquiries, research answers, enter requests for service, comments or complaints. This includes but is not limited to Siemens OpenScape Contact Center, Lagan ECM, Lagan Virtual Office, Office Communicator, Microsoft Outlook, Word, Publisher and Excel, SharePoint, and a variety of search engines and Internet Explorer tools.
8. Identify gaps in knowledgebase and escalate unresolved matters to appropriate County personnel.
9. \*Visit at least 3 other County/State offices each year to ensure we are maintaining proper communication and procedures.
10. \*Able to handle calls that need to be escalated from CSR when a manager cannot be reached, and citizen is in need of special attention.

#### **B. Miscellaneous**

1. Performs related routine clerical work.
2. Refers technical operation problems to supervisor or appropriate CIS division.
3. \*Ensures that at least 2 call takers are on the phones at all times
4. Other assigned tasks as required.

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

1. Fluency in the English language, both written and verbal.
2. Ability to speak with a clear, well-modulated voice and to use proper grammar.

3. Excellent interpersonal and communications skills to deal tactfully and effectively with citizens and staff.
4. Ability to quickly convey concise and accurate information.
5. Ability to respond to difficult or demanding callers with tact and diplomacy.
6. Listening skills to accurately understand customer concerns and/or issues and verbal instructions and type it into a computer as it is being heard.
7. Ability to complete multiple tasks simultaneously including monitoring and hearing information from callers while reviewing and interpreting information from multiple computer screens and entering complex data while at the same time responding to the caller when appropriate.
8. Proven ability to problem solve and use creative thinking techniques.
9. Ability to enforce rules and policies with calmness, firmness and fairness.
10. Ability to read maps, find locations and describe directions.
11. Able to make decisions and act quickly in an emergency situation.
12. Ability to type a minimum of 40 wpm, to accurately record service request or complaint in computer system.
13. Proficiency in all MS Office products and Internet Explorer with good internet/intranet searching skills.
14. Assist CSRs with computer or software issues and enter service requests when necessary.
15. Ability to operate an enterprise contact center system
16. Good knowledge of county departmental organization and functions
17. Ability to perform related routine clerical work.
18. \*Promote morale throughout the call center and other departments by ensuring that those who go the extra mile are recognized.

### **Other Characteristics**

1. High School diploma or equivalent.
2. Two years' experience in enterprise contact center systems, communications, or public relations; or one year's experience plus a certificate of proficiency from an approved training agency/institution. In addition, at least one (1) year of experience must be with Baldwin County as a CSR or similar position with demonstrated thorough knowledge of the County operations and Call Center services.
3. Must be willing to attend additional training, skills development, and other self improvement courses as deemed necessary by supervisor.
4. Must be available to report to Emergency Operations Center and work 24/7 during an activation.
5. Must be able to wear a lightweight headset at all times while on duty.
6. Must be able to sit for long periods of time.
7. Must be able to handle large volume of incoming calls (as many as 400 calls per day which would be about 50 per hour.)
8. Must be able to operate computer and other office equipment which requires repetitive arm, hand and eye movement.
9. Must maintain confidentiality when involved in sensitive, confidential or controversial problems and issues related to the County.

## **Certifications**

The below certifications must be obtained within one (1) year of the job description being approved for employees currently in this position or one (1) year from beginning of employment for employees new to this position.

1. IS 100- Introduction to the Incident Command System
2. IS 700 – National Incident Management System (NIMS) an Introduction
3. IS 701.a – NIMS Multiagency Coordination System Course
4. IS 702 – NIMS Public Information Systems
5. IS 703.a – NIMS Resource Management
6. IS 704 – NIMS Communications and Information Management

## **POSITION DESCRIPTION**

Title: Knowledgebase and Multi-Media Coordinator  
Department: ~~Communications & Information Systems~~ Citizen Service Center  
Job Analysis: July 2018, Feb 2020

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: Customer Relationship Manager  
Subordinate Staff: None  
Internal Contact: Commission Staff, Elected Officials, County Administrator, Department Heads and all other County Staff  
External Contacts: General Public  
Status: Classified/ Non-Exempt (J)

### **Job Summary**

Responsible for receiving, entering, researching, responding to, and tracking citizen inquiries and complaints and working with County departments and affiliated agencies to inform Service Center employees of new policies and procedures. This position's contact with citizens, co-workers, supervisors and elected officials requires skill in listening, articulating facts, assertiveness, and sensitivity to others point of view to explain a process, convey facts, or turn around a situation. The work involves a wide range of situations requiring use of judgment in the search for solutions or new applications.

In addition, this position must also be proficient in the duties of a CSR and CSRII as they may occasionally act as backup supervisor or CSR in the absence of CSRs or the Customer Relationship Manager; as well as other duties outlined below.

### **Job Domains**

#### **A. Knowledge and Multi-Media Management**

1. Provide education of the knowledge management system
2. Maintain knowledge management database and scripting
3. Continually verify and update as needed general information and contact information for various government organizations and assist in referrals.
4. Routinely visit affiliated County/State offices to ensure we are maintaining proper communication and procedures.
5. Monitor trends in social media tools and applications and appropriately apply that knowledge to increasing the use of social media.

6. Maintains schedule outlining informational/educational social media postings on a weekly basis.

#### B. Customer Service

1. Use specific core competencies to maintain quality standards throughout each interaction.
2. Handle calls, chat and social media interaction that need to be escalated from CSR.
3. Escalate questions or issues to appropriate supervisors when issue is beyond the scope of provided information.
4. Take ownership of any escalated contact and perform follow-up when needed to ensure the citizen has adequate resolution to their situation.
5. Use multiple telephone and computer systems to handle inquiries, research answers, enter request for service, comments or complaints. This includes but is not limited to Unify OpenScape contact Center, Customer Relationship Management software, Microsoft Outlook, Word, Publisher, and Excel, SharePoint, Facebook, Twitter, Google Plus, Adobe Acrobat etc, and a variety of search engines and online tools.
6. Assist with training and coaching CSR team, and other departments who use similar software.
7. Primary point of contact for providing customer service via email and other non-verbal means of communication with citizens; taking personal ownership until completion of chat, email conversation or other requests for external support.
8. Liaison to EMA for all activations as primary point of contact for information pertaining to providing citizens information.

#### C. Administrative/Clerical

1. Performs related routine clerical work.
2. Refers technical operation problems to supervisor or appropriate CIS personnel.
3. Ensures proper CSR staffing at all times and assist with call taking when needed.
4. With regards specifically to call monitoring, assists with review, evaluation and training of CSRs to ensure a high level of consistent customer service quality.
5. Other assigned tasks as required.

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

1. Fluency in the English language, both written and verbal
2. Ability to speak with a clear, well-modulated voice and to use proper grammar.
3. Ability to quickly convey concise and accurate information.
4. Ability to respond to difficult situations with tact and diplomacy.
5. Knowledge of techniques, methods, and procedures related to customer service standards
6. Listening skills to accurately understand concerns and/or issues and verbal instructions and ability to enter the information into CRM or other software as it is being dictated.
7. Ability to complete multiple tasks simultaneously
8. Ability to enforce rules and policies with calmness, firmness and fairness.
9. Ability to read maps, find locations and describe directions.
10. Able to make decisions and act quickly in an emergency.

11. Ability to type a minimum of 40 wpm, to accurately record service request or complaint in computer system.
12. Proficiency in all MS Office products and Internet Explorer with good internet/intranet searching skills.
13. Ability to operate an enterprise contact center system.
14. Comprehensive knowledge and understanding of county departmental organization and functions.
15. Comprehensive knowledge and understanding of agencies located in County maintained facilities.

### **Minimum Requirements**

1. High School diploma or equivalent
2. Five (5) or more years' experience in enterprise contact center systems, communications or public sector public relations.
3. At least two (2) years of experience must be with Baldwin County Commission as a CSR or similar position with demonstrated thorough knowledge of the County operations and the Service Center.
4. Must be willing to attend additional training, skills development, and other self improvement courses as deemed necessary by supervisor.
5. Must be available to report to Emergency Operations Center and work 24/7 during an activation.
6. Must be able to wear a lightweight headset at all times while on duty.
7. Must be able to sit for extended periods of time.
8. Must be able to operate computer and other office equipment which requires repetitive arm, hand and eye movement.
9. Must maintain confidentiality when involved in sensitive, confidential or controversial problems and issues related to the County.