

<b>Job title</b>	<b>Passenger &amp; Customer Service Assistant</b>
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<b>Pay /Grading:</b>	Dependent upon experience
	30 Hour Per Week
<b>Reporting to:</b>	<b>Passenger &amp; Customer Service Manager</b>
<b>Supporting</b>	<b>Station Department</b>
<b>Business:</b>	<b>East Lancashire Railway</b>
<b>Department:</b>	<b>Passenger &amp; Customer Services</b>

**Job Purpose:**

To assist the Passenger & Customer Service Manager in:

- Delivering the highest standard of customer service.
- To assist the Passenger & Customer Service Manager with the day-to-day management of the Passenger and Customer Service Department.
- Developing and building relationships with our extensive group market portfolio.
- Ensuring standards across all ELR stations (particularly those that are manned) are maintained and monitored.

**Main accountabilities:**

The post holder will perform a variety of functions to support the department; main accountabilities are detailed below but this list is not exhaustive.

- Deputise for the Passenger & Customer Service Manager in their absence.
- Assisting with the daily management of the Customer Service Functions.
- Set-Up of new tickets or events on the ELR Website and Ticketing Portal
- Timely Response to customer queries received in person, via the website, social media or other channels.
- Using on the experience to expand FAQ Information on the website so that customers can “Self – Service”.
- Sell Tickets to customers from our booking offices (primarily Bury).
- Staff and manage the Bury Station Information Desk
- Weekly reviews of customer survey feedback, responding to customers as required.
- Identify service improvement opportunities as a result of customer surveys;
- Regular travel on ELR trains and visits to stations to identify opportunities for improvement.
- “Meeting and greeting” customers at stations and on platforms, to understand their needs and whether they’re being met.
- Supporting the delivery of special events.
- Identify service improvement opportunities as a result of customer surveys;
- Report on progress being made;
- Observing and coaching colleagues on what good customer service looks like;

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## **Project delivery**

- To be determined, but this could include working on planned projects, such as the deployment of a new ticketing and till solution at all our stations and trains, as well as enhancements to our online experience.

## **Formal training**

- Microsoft Office.
- Quay Ticket's SRO platform.
- Wordpress content management (delivered by CreativeSpark);
- Welcome Host Gold customer service training.

Ongoing coaching (for example for communication) and feedback will be key element of this.

## **Role of the Department:**

Great customer service is at the heart of everything we do; our volunteers and staff work hard to ensure that visitors have a "rail of a time" when they spend the day travelling through the beautiful Irwell Valley.

We're up against impressive competition, from the thrills of Blackpool Pleasure Beach to natural beauty of the Northwest so we can never be complacent in understanding the needs of our customers and ensuring they are getting great service from us, whether that's in planning their day out at the ELR, through to booking their tickets, enjoying their train ride, or spending time at our stations and the Bury Transport Museum.

## **The Passenger & Customer Service's team has direct responsibility for**

- All elements of Customer Service across the East Lancashire Railway
- Booking Offices at Heywood / Bury / Ramsbottom / Rawtenstall
- All Travelling Ticket Inspectors
- All Online Ticket Sales /Online Event Set Up
- Information Box Office at Bury Bolton Street Station
- Station Masters at Heywood / Bury / Ramsbottom / Rawtenstall

## **Location:**

Primarily Bury Bolton Street Station, but will be required to occasionally work at any of the outstations across the railway on a need basis

## **Direct reports:**

Booking Office Staff / Information Box Office Staff

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**General:**

- Perform other duties as may be reasonably required by the Passenger at Customer Service Manager, the General Manager.

**Person Specification – demonstrable skills and experience**

- A good communicator who can use their skills to allow you to inform, help and advise customers clearly and to liaise effectively with other departments at the ELR
- To have good listening skills, to understand exactly what customers require
- problem-solving skills
- Confidence, patience, politeness, tact and diplomacy, when dealing with difficult situations
- Motivational skills and an ability to supervise a team of customer focused staff
- Be a creative thinker, to be able to come up with new ideas to improve customer service standards
- The ability to work well under pressure
- Organisational and planning skills to develop customer service policies
- Good personal presentation, especially when face-to-face with customers
- A commitment to improve your customer service skills on an ongoing basis

**Qualifications****Essential**

- GCSE: English Language & GCSE Mathematics (Grades A-C) / Grade 5-9

**Preferred**

- National Vocational Qualification in Travel & Tourism
- Experience of working within a Heritage Railway Customer Service environment.

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