

Role Description

Digital Service Representative



Cluster	Department of Customer Service
Agency	Service NSW
Division/Branch/Unit	Service Delivery
Role number	Various
Classification/Grade/Band	SNSW Grade 2/3
ANZSCO Code	541211
PCAT Code	1119192
Date of Approval	April 2016

Agency overview

Service NSW is making it easier for people and businesses across NSW to access government services. Since launching in July 2013, we have successfully transformed and streamlined NSW Government service delivery with cutting edge digital solutions and an award-winning culture of passion and teamwork.

Our customer-centric solution offers simpler and faster access to government transactions through our digital channels, a 24/7 phone service and an expanding network of service centres. We currently partner with over 50 agencies to offer over 1,000 NSW Government transactions.

Primary purpose of the role

Be the first point of contact for the Service NSW digital experience in service centres and ensure the provision of high quality service to customers.

Key accountabilities

- Create a positive relationship in all customer interactions, maintaining a professional and friendly manner and ensuring customer satisfaction as a priority
- Use a thorough knowledge of information resources and Service NSW operating practices to resolve and record customer complaints and escalate any unresolved issues
- Ensure customer complaints arising from complex agency transactions are accurately resolved, recorded and unresolved issues are escalated through appropriate channels
- Successfully complete activities as required to support the provision of service delivery and comply with privacy requirements and legislative obligations ensuring confidentiality, privacy and integrity of information is not compromised
- Monitor digital performance in centre and take actions to increase adoption and drive usage
- Advise customers on the adoption of digital services and education of users
- Deliver great customer experiences through the use of on-line technology
- Ensure customers are referred to appropriate channel for the completion of out of scope transactions

Key challenges

- Exercising tact, judgment and initiative when obtaining information from and dealing with customers.
- Providing responses appropriately to customers speedily and accurately.
- Professionally resolve enquiries and complaints from customers that present with uncooperative, disruptive or abusive behaviours whilst adhering to business compliance requirements and ensuring consistent application of policies, guidelines, procedures and legislation

Key relationships

Who	Why
Internal	
Manager / Supervisor	<ul style="list-style-type: none">• Escalate issues, receive instructions and ensure that targets are met.
Stakeholder / Colleagues	<ul style="list-style-type: none">• Share information and collaborate on key initiatives to develop knowledge and enable sound decision making
External	
Customers	<ul style="list-style-type: none">• Provide courteous, accurate, efficient and personalised customer focused service• Address/respond to queries to provide advice where possible, or redirect to relevant party for review and resolution

Role dimensions

Decision making

Responsible for the quality and integrity of information as directed by their Manager. Refer matters that require a wider range of knowledge of expertise to Manager or work team. Exercises good judgement at all times.

Reporting line

Service Centre Coordinator

Direct reports

This role has no direct reports

Budget/Expenditure

As per the Customer Service Delegations

Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.




The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities


Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Personal Attributes</p>	<p>Display Resilience and Courage</p> <p>Be open and honest, prepared to express your views, and willing to accept and commit to change</p>	<ul style="list-style-type: none"> • Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond appropriately • Work through challenges • Remain calm and focused in challenging situations 	Intermediate
 <p>Relationships</p>	<p>Communicate Effectively</p> <p>Communicate clearly, actively listen to others, and respond with understanding and respect</p>	<ul style="list-style-type: none"> • Speak at the right pace and volume for varied audiences • Allow others time to speak • Display active listening • Explain things clearly • Be aware of own body language and facial expressions • Write in a way that is logical and easy to follow 	Foundational
	<p>Commit to Customer Service</p> <p>Provide customer-focused services in line with public sector and organisational objectives</p>	<ul style="list-style-type: none"> • Focus on providing a positive customer experience • Support a customer-focused culture in the organisation • Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Cooperate across work areas to improve outcomes for customers 	Intermediate
 <p>Results</p>	<p>Deliver Results</p> <p>Achieve results through the efficient use of resources and a commitment to quality outcomes</p>	<ul style="list-style-type: none"> • Seek clarification when unsure of work tasks • Complete own work tasks under guidance within set budgets, timeframes and standards • Take the initiative to progress own work • Identify resources needed to complete allocated work tasks 	Foundational

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 <p>Business Enablers</p>	<p>Technology</p> <p>Understand and use available technologies to maximise efficiencies and effectiveness</p>	<ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Make effective use of records, information and knowledge management functions and systems • Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies 	Intermediate

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Foundational
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Foundational
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Foundational
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Foundational
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Foundational
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective planning, coordination and control methods	Foundational