



Item 8

DATE January 6, 2015

TO GCTD Board of Directors

FROM Vanessa Rauschenberger, Director of Planning and Marketing *VLR*
Debbie Williams, Director of Human Resources

SUBJECT Consider Approval of Position Description: Customer Service Supervisor

I. SUMMARY

With a steady increase in ridership over the last few years, GCTD's Customer Service Center (CSC) staff has experienced a continuous increase in its volume of work flow. More walk-in customers, calls, and an increase in the volume of ticket and pass sales, including the addition of regional pass sales and increases in cash revenue has brought to light the need for additional oversight and assistance of the various customer service and pass sales programs. To meet this demand, an additional Customer Service Assistant to be added mid-year was included in GCTD's approved budget for FY 2015-16. Staff is recommending this position be upgraded to a supervisor and that the Board consider approval of a new position description: Customer Service Supervisor, reflecting the need for a greater supervisory role in this area.

Creating this position will enhance and strengthen GCTD's ability to provide excellent customer service to our nearly 4 million annual passengers, and provide additional oversight and accountability for our daily pass sales and ticket outlet programs, ensuring all daily cash handling procedures are followed, as well as implement new ticket sales programs to increase our availability to the public. Additionally, this position will assist the Communications and Marketing Manager with supervising and coordinating customer service staff activities and programs including, but not limited to, the daily CSC operations, daily management of the point of sale and pass inventory systems and customer relations.

II. BUDGET IMPACT

An additional Customer Service Assistant position to start in January was included in the approved FY 2015-16 budget. This Customer Service Supervisor position would replace the Customer Service Assistant included in the approved budget, resulting in a small impact to the FY 2015-16 budget, estimated to be less than \$10,000. The recommended salary range for this position is \$42,000 to \$58,800.

GOLD COAST TRANSIT DISTRICT

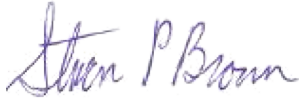
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III. RECOMMENDED ACTION

IT IS RECOMMENDED that the GCTD Board of Directors approve the Customer Service Supervisor position description.



General Manager's Concurrence

Attachment: Customer Service Supervisor - Job Description

GOLD COAST TRANSIT JOB DESCRIPTION

CLASSIFICATION TITLE	Customer Service Supervisor
NON-REPRESENTED	Management
OVERTIME STATUS	Exempt
REPORTING STATUS	Director of Planning and Marketing Communications and Marketing Manager

DATE AUTHORIZED

JOB SUMMARY

Supervises and coordinates customer service activities and programs. Responsibilities include, but are not limited to, the daily management of the fare program and sales processes, sales outlet program, customer relations, and assisting with operations of the Customer Service Center (CSC). This position may be assigned to work at the GCTD Administration and Operations Facility as well as the Customer Service Center.

ESSENTIAL FUNCTIONS (These duties are a representative sample; position assignments may vary.)

Under general direction of the Communications and Marketing Manager, this position assists with:

- Developing guidelines, policies, procedures to ensure safe and efficient operational activities for the CSC.
- Supervising Customer Service staff, ensuring employees follow policies and procedures, and making recommendations for improvement.
- Providing information to customers regarding available services, qualification criteria and procedures for using both fixed-route and paratransit GO ACCESS services.
- Managing the GCTD ticket outlet sales program, including tracking all sales, reconciling payments, generating reports, and coordinating visits with each outlet.
- Managing and tracking the inventory of all fare media using inventory software.
- Supervising the sale and distribution of passes and other fare media; supervises the reduced fare identification program.
- Routing customer inquiries and complaints as necessary with the objective of resolving situations in the most efficient and diplomatic way. Recommends corrective services to adjust complaints. Tracks and maintains data relative to public input.
- Working with CSC staff to troubleshoot any equipment or software issues, and works to ensure CSC has all necessary resources and tools to effectively complete their jobs and makes improvement recommendations.
- Training new and existing staff on all customer service operations, procedures and technology.
- Support the Administrative Office, including front desk coverage and related duties.

- Managing, coordinating and handling the Lost and Found Program.
- Preparing general correspondence, letters, reports and forms; maintains files and record keeping procedures, including Spanish translation of these materials.

OTHER JOB FUNCTIONS

May be required to work one of the Customer Service Center staff shifts as necessary. May be assigned additional administrative responsibilities and/or perform other duties as assigned by the Communications and Marketing Manager or designee. Job responsibilities may require occasional evening or weekend assignments.

MINIMUM QUALIFICATIONS

Must be BILINGUAL (English/Spanish). High school diploma and Associates Degree in a related field from an accredited college; AND five (5) years of increasingly responsible customer service experience; or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above. And additional two (2) years of professional customer service experience may substitute for post-secondary education.

and

Knowledge of:

- Customer service principles and practices;
- Gold Coast Transit services and neighboring transit agencies and services;
- Cash handling practices;
- Supervisory principles and practices;
- Office software such as Microsoft Word, Excel, and Outlook;
- Basic Point of Sale software capabilities;

and

Ability to:

- Provide excellent customer service;
- Communicate effectively, in oral or written form, as applied to interaction with coworkers, supervisor, and the general public to clearly convey information and to receive work direction;
- Establish and maintain positive and cooperative working relationships with all levels of staff and the public;
- Operate applicable office equipment;
- Learn new technology to improve efficiency;
- Prepare reports and maintain logs and records;
- Handle multiple tasks simultaneously;
- Read and interpret maps, schedules and passenger data

LICENSES AND OTHER REQUIREMENTS

Valid driver's license is required as this position will travel between the Customer Service Center and the GCTD Administration and Operations Facility, as well as other locations as assigned.

WORKING CONDITIONS

Environment

- Office/Call Center environment
- Driving a vehicle to conduct work

Physical Abilities:

- Speaking clearly and precisely
- Sitting for extended periods of time
- Dexterity of hands and fingers to operate office equipment
- Lift up to 30 pounds