



# Competency Based POSITION DESCRIPTION

<b>POSITION TITLE</b>	CUSTOMER SERVICE OFFICER
<b>AGENCY</b>	WEST BEACH TRUST
<b>DIVISION</b>	ACCOMMODATION
<b>CLASSIFICATION</b>	LEVEL 3 CUSTOMER SERVICE STREAM
<b>REPORTS TO</b>	ACCOMMODATION FACILITY MANAGER

## PURPOSE

Provide a range of customer services through the handling of reservations, reception duties and general administration tasks within the accommodation facilities located at the Adelaide Shores Caravan Park and Resort.

## KEY RESULT AREAS

1. CUSTOMER SERVICE	
<b>Critical Tasks</b>	<ul style="list-style-type: none"> <li>▪ Meet and greet all clients in a friendly, courteous and professional manner;</li> <li>▪ Ensure that client needs are met by providing accurate and relevant information by phone and over the counter;</li> <li>▪ Maintain a high standard of customer service through handling all customers in a courteous, friendly and helpful manner;</li> <li>▪ Seek to consistently exceed customer expectations for customer service;</li> <li>▪ Ensure that appropriate and relevant promotional material is available for clients by maintaining adequate supplies and presentation.</li> </ul>
<b>Measures</b>	<ul style="list-style-type: none"> <li>▪ Customer satisfaction</li> <li>▪ Nil complaints</li> <li>▪ Effective in matching resources to clients needs.</li> <li>▪ Demonstrates strong and effective communication skills.</li> </ul>

<b>2. RECEPTION</b>	
<b>Critical Tasks</b>	<ul style="list-style-type: none"> <li>▪ Attend to the check in and check out of guests in a timely and efficient manner in accordance with correct procedures;</li> <li>▪ Ensure that all guests accounts are properly receipted, recorded and reconciled by following operating guidelines;</li> <li>▪ Provide guests with the appropriate assistance and direction, if required, to deliver luggage to their accommodation;</li> <li>▪ Attend to guest queries and enquiries promptly, accurately and efficiently;</li> <li>▪ Assist in providing information to guests in relation to tours, activities, community services when required.</li> </ul>
<b>Measures</b>	<ul style="list-style-type: none"> <li>▪ All clients are acknowledged and served in a timely and efficient manner.</li> <li>▪ Nil errors in daily banking.</li> <li>▪ Maintains accurate records.</li> </ul>
<b>2. RESERVATIONS</b>	
<b>Critical Tasks</b>	<ul style="list-style-type: none"> <li>▪ Ensure all incoming telephone calls are answered in a prompt, courteous and professional manner;</li> <li>▪ Process all reservation requests, changes and cancellations received by phone, fax or mail;</li> <li>▪ Identify guest reservation needs and determine appropriate accommodation type;</li> <li>▪ Verify availability of accommodation type and rate;</li> <li>▪ Explain guarantee, special rates, group booking and cancellation policies to callers;</li> <li>▪ Proficiently answer questions in relation to the accommodation facilities and services and accommodation types;</li> <li>▪ Ensure that all client bookings are accurately entered into the RMS computerised booking system by following correct procedure;</li> <li>▪ On sell and up sell the accommodation types and special package offers;</li> <li>▪ Distinguish between higher yielding dates and lower yielding dates.</li> </ul>
<b>Measures</b>	<ul style="list-style-type: none"> <li>▪ Telephone calls answered within 5 rings.</li> <li>▪ Demonstrate clear and professional language.</li> <li>▪ Demonstrate appropriate etiquette when answering telephone.</li> <li>▪ Increase in occupancy rates and upgrades.</li> </ul>

<b>3. ADMINISTRATION</b>	
<b>Critical Tasks</b>	<ul style="list-style-type: none"> <li>▪ Undertake promotional, sales and marketing activities via the phone, internet, email and over the counter;</li> <li>▪ Assist in the analysing and reporting of trends on accommodation performance;</li> <li>▪ Undertake a range of general administrative activities related to the operation of the Adelaide Shores accommodation facilities;</li> <li>▪ Assist with the maintenance of site security including closing of the premises.</li> </ul>
<b>Measures</b>	<ul style="list-style-type: none"> <li>▪ Demonstrated ability to carry out administrative tasks.</li> <li>▪ Efficient and effective use of resources.</li> </ul>

## COMPETENCIES REQUIRED

The competencies below are an overview of the traits and behaviours required to be successful in the position.

Competency Area	Typical Behaviours
<b>Achievement Orientation</b>	Sets high performance standards. Sets priorities. Adheres to timetables, rosters and agreed timings. Shows pride when standards are met.
<b>Customer Service</b>	Acknowledges the customer. Clarifies customer's needs. Gives priority to customer satisfaction. Confirms satisfaction of service with customer. Listens and empathises. Takes responsibility for action.
<b>Ethics &amp; Accountability</b>	Acts in a manner consistent with organisational values. Maintains confidentiality. Is open and honest with information. Follows organisation's policies. Respect decisions of the organisation.
<b>Commitment to Safety and Environment</b>	Committed to the philosophies of workplace health and safety and protection of the environment. Identifies relevant issues and hazards in own work area.
<b>Teamwork</b>	Builds relationships with others. Exchanges information freely. Volunteers ideas freely. Supports others' ideas. Supports group decisions.
<b>Continuous Improvement</b>	Shows attention to detail. Celebrates new ideas implemented successfully. Actively seeks and uses ideas and asks questions.

## SKILLS AND EXPERIENCE

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> <li>▪ Previous experience in a front of house/reservations role, preferably within the accommodation industry.</li> <li>▪ Experience with computerised front office/reservation systems.</li> <li>▪ Ability to respond to customer enquiries in a courteous and helpful manner under a variety of conditions, eg heavy workloads and aggressive clients.</li> <li>▪ Ability to quickly learn procedures for operating the computerised reservation system.</li> <li>▪ High standards of ethical and professional conduct.</li> <li>▪ Ability to work as part of a team and contribute positively to team effectiveness.</li> <li>▪ Attention to detail and ability to multi task</li> <li>▪ Immaculate presentation and grooming.</li> <li>▪ Commitment to maintain exceptional standards of professionalism and customer service</li> <li>▪ Excellent communication skills both written and verbal</li> <li>▪ Can work flexible and shift hours, including weekends and public holidays</li> <li>▪ Speak fluent English and any another language skill is an advantage</li> </ul>	<ul style="list-style-type: none"> <li>▪ Highly developed IT skills, including Microsoft Word, Excel and database applications.</li> </ul>

## QUALIFICATIONS

ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> <li>▪ Police Clearance</li> <li>▪ Completion of Year 12 or completion of relevant Certificate I or II with work related experience</li> </ul>	

## **POSITION DIMENSIONS**

**Staff Reports:** Nil

**Finance:** Nil

## **SPECIAL CONDITIONS**

- A flexible approach to working days and hours will be required as night and weekend work will be necessary
- Uniform will be provided to be worn when on duty
- A Customer Service Officer may be required to work either the Adelaide Shores Caravan Park or the Adelaide Shores Resort.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Managers Signature: \_\_\_\_\_

Date: \_\_\_\_\_