



Competency Based POSITION DESCRIPTION

POSITION TITLE	CUSTOMER SERVICE OFFICER
AGENCY	WEST BEACH TRUST
DIVISION	ACCOMMODATION
CLASSIFICATION	LEVEL 3 CUSTOMER SERVICE STREAM
REPORTS TO	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	
Critical Tasks	<ul style="list-style-type: none"> ▪ Meet and greet all clients in a friendly, courteous and professional manner; ▪ Ensure that client needs are met by providing accurate and relevant information by phone and over the counter; ▪ Maintain a high standard of customer service through handling all customers in a courteous, friendly and helpful manner; ▪ Seek to consistently exceed customer expectations for customer service; ▪ Ensure that appropriate and relevant promotional material is available for clients by maintaining adequate supplies and presentation.
Measures	<ul style="list-style-type: none"> ▪ Customer satisfaction ▪ Nil complaints ▪ Effective in matching resources to clients needs. ▪ Demonstrates strong and effective communication skills.

2. RECEPTION

Critical Tasks	<ul style="list-style-type: none">▪ Attend to the check in and check out of guests in a timely and efficient manner in accordance with correct procedures;▪ Ensure that all guests accounts are properly receipted, recorded and reconciled by following operating guidelines;▪ Provide guests with the appropriate assistance and direction, if required, to deliver luggage to their accommodation;▪ Attend to guest queries and enquiries promptly, accurately and efficiently;▪ Assist in providing information to guests in relation to tours, activities, community services when required.
Measures	<ul style="list-style-type: none">▪ All clients are acknowledge and served in a timely and efficient manner.▪ Nil errors in daily banking.▪ Maintains accurate records.

2. RESERVATIONS

Critical Tasks	<ul style="list-style-type: none">▪ Ensure all incoming telephone calls are answered in a prompt, courteous and professional manner;▪ Process all reservation requests, changes and cancellations received by phone, fax or mail;▪ Identify guest reservation needs and determine appropriate accommodation type;▪ Verify availability of accommodation type and rate;▪ Explain guarantee, special rates, group booking and cancellation policies to callers;▪ Proficiently answer questions in relation to the accommodation facilities and services and accommodation types;▪ Ensure that all client bookings are accurately entered into the RMS computerised booking system by following correct procedure;▪ On sell and up sell the accommodation types and special package offers;▪ Distinguish between higher yielding dates and lower yielding dates.
Measures	<ul style="list-style-type: none">▪ Telephone calls answered within 5 rings.▪ Demonstrate clear and professional language.▪ Demonstrate appropriate etiquette when answering telephone.▪ Increase in occupancy rates and upgrades.

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

COMPETENCIES REQUIRED

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

Competency Area	Typical Behaviours
Achievement Orientation	Sets high performance standards. Sets priorities. Adheres to timetables, rosters and agreed timings. Shows pride when standards are met.
Customer Service	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.
Ethics & Accountability	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.
Commitment to Safety and Environment	Committed to the philosophies of workplace health and safety and protection of the environment. Identifies relevant issues and hazards in own work area.
Teamwork	Builds relationships with others. Exchanges information freely. Volunteers ideas freely. Supports others' ideas. Supports group decisions.
Continuous Improvement	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"> ▪ Previous experience in a front of house/reservations role, preferably within the accommodation industry. ▪ Experience with computerised front office/reservation systems. ▪ Ability to respond to customer enquiries in a courteous and helpful manner under a variety of conditions, eg heavy workloads and aggressive clients. ▪ Ability to quickly learn procedures for operating the computerised reservation system. ▪ High standards of ethical and professional conduct. ▪ Ability to work as part of a team and contribute positively to team effectiveness. ▪ Attention to detail and ability to multi task ▪ Immaculate presentation and grooming. ▪ Commitment to maintain exceptional standards of professionalism and customer service ▪ Excellent communication skills both written and verbal ▪ Can work flexible and shift hours, including weekends and public holidays ▪ Speak fluent English and any another language skill is an advantage 	<ul style="list-style-type: none"> ▪ Highly developed IT skills, including Microsoft Word, Excel and database applications.

QUALIFICATIONS

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

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: _____