



# Job Description

Position Identification		moveUP MOVEMENT OF UNITED PROFESSIONALS			
<b>Position Title</b>	Customer Relations Agent (CRA) – Casual Pool				
<b>Position Replaces</b>	N/A				
<b>Position Level</b>	Employee	<b>Position Code</b>			
<b>Pay Group</b>	Group 6	<b>Date (last revised)</b>	Aug-21		
<b>Supervisor Title</b>	Supervisor, Customer Service	<b>Sup. Position Code</b>	1011		
<b>Additional Requirement</b>	CRC	On-Call			
<b>Division</b>	Operations	<b>Flexible Work Arrangement</b>	Choose from drop down		

## Organizational Description

BC Transit is a provincial crown corporation responsible for the overall planning and delivery for all of the different municipal transportation systems within British Columbia, outside Greater Vancouver.

**Our Mission:** Delivering transportation services you can rely on

## Department Summary

BC Transit's Customer Relations Department plays a crucial role in providing customer service support to our customers. Our team interacts with customers through telephone communication, responds to customer inquiries via email, addressing customer concerns and feedback on social media platforms, as well as in-person through our Reception, Lost and Found and Transit Ambassadors out on the road. Our team of trained professionals manages interactions with customers ensuring their satisfaction.

By collecting feedback from customers, we are then able to analyze trends to gauge customer satisfaction levels and areas of concern. This allows BC Transit the opportunity to identify areas for improvement by making data-driven recommendations to other departments within BC Transit.

## Job Overview

Reporting to the Supervisor Customer Service the CRA – Casual Pool provides primary relief for CRA – Call Centre, CRA – Receives and responds to telephone, mail and e-mail enquiries from the public regarding transit service schedules, routing, nearest departure points, accessibility, fares, passes, complaints and commendations and BC Transit policy. As required, provides relief

for the on road Transit Ambassadors, providing in person customer service to customers at bus stops, exchanges, and various locations within the Victoria Regional Transit system.

## Key Accountabilities and Expectations

Key Accountability	Expectation
<b>Customer Service</b>	<ul style="list-style-type: none"> <li>• Receives and responds to telephone, mail and e-mail enquiries from the public regarding transit service schedules, routing, nearest departure points, accessibility, fares, passes, complaints and commendations and BC Transit policy</li> <li>• Determining customers' departure point, destination, day of travel, desired arrival time, and other travel information;</li> <li>• Providing customers with travel options utilizing maps, detours, scheduling, online resources and daily route advisories outlining service changes;</li> <li>• Providing information on transit routes, service frequency, bike rack availability, double-decker availability, fares, zones, passes, accessible bus availability and BC Transit policies regarding pets, strollers, etc.; guiding customers through the BC Transit website;</li> <li>• Receiving complaints or commendations from the public regarding transit operators or system service; recording details in Customer Service Report (CSR) database including 3<sup>rd</sup> party reports; relaying return call requests by e-mail to appropriate section; communicating with Transit Supervisors regarding the most problematic complaints received during evening shifts;</li> <li>• Receiving complaints regarding bus stops and shelters, accessing location data, and recording complaint in Customer Service Report (CSR), and forwarding details to the bus stop coordinator group;</li> <li>• Receiving concerns/ complaints regarding a specific bus, recording concern/complaint in a Customer Service Report (CSR), and forwarding details to the maintenance team to be investigated;</li> <li>• Reviewing the history of the involved parties of each customer service report (CSR) to identify trends and bring forward concerns to Customer Service Supervisor;</li> <li>• Calming customers on the telephone and in person who are distressed or angry with respect to service disruptions, bus operator behavior or on-board incidents; contacting security in the more aggressive, threatening situations;</li> <li>• Composing replies to e-mail and mail inquiries; coding inquiries by type and prepare tracking form; forwarding complaints to appropriate person for more detailed response;</li> <li>• Determining bus scheduling options for large groups traveling on the transit system; recording details on the Group Travel Form and in the Group Travel Database and forwarding to the Operations Department.</li> </ul>

<b>Polices and Procedures</b>	<ul style="list-style-type: none"> <li>• Maintains up-to-date resource material relating to recent or imminent changes to and disruptions of transit service;</li> <li>• Accessing and updating website, SMI, and social platforms to record service changes, such as bus breakdowns, detours, weather related changes to schedules, holiday service and on road events based upon information received from depot staff;</li> <li>• Updating the bus stop location manual and other printed material;</li> <li>• Posting and informing other Agents of immediate schedule issues radioed in by transit supervisors;</li> <li>• Updating IVR as required (major on road events, Holidays, snow days, significant increase to call volume etc.).</li> </ul>
<b>Clerical Support and Assistance</b>	<ul style="list-style-type: none"> <li>• Assisting with the training of new Customer Service Agents;</li> <li>• Editing and printing CSR's to go to the road based on criteria and direction from Supervisor;</li> <li>• Proofreading bulletins, rider's guide, SSA posters and other resource material;</li> <li>• Providing bus schedule information in person off site at promotional events;</li> <li>• Changing the SSA posters at bus stops each sign up;</li> <li>• Keying in a set of system commands/instructions to resume operation of the Computerized Automated Transit Information System (Busline), if necessary;</li> <li>• Maintains the responsibility of inserting flyers into information tubes;</li> <li>• Editing and printing compliments for Operators;</li> <li>• Providing support to reception and lost and found when their dedicated casual team member unavailable.</li> </ul>
<b>Transit Ambassador Relief</b>	<ul style="list-style-type: none"> <li>• Provide an on-road presence at exchanges and specific stops to interact with passengers using effective communication to assist their getting to their destination (Ferry terminals, Butcharts Gardens, downtown legislature, UVIC, Camosun, etc.);</li> <li>• On-bus presence to provide verbal guidance and support to passengers answering general questions about the network;</li> <li>• Providing customer assistance where possible while promoting and educating customers on the tools available to support their journey such as the BC Transit website and Transit app</li> <li>• Conducting surveys of passengers to collect targeted customer feedback that will drive improvements as requested;</li> <li>• Participating in special events, creating a BCT presence;</li> <li>• Logging interactions at the end of the shift;</li> <li>• Providing feedback to appropriate stakeholders on suggestions, concerns, complaints that have been identified by customers.</li> </ul>
<b>Additional Duties</b>	<ul style="list-style-type: none"> <li>• Performs related duties in keeping with the purpose and accountabilities of the job</li> </ul>

## Summary of Qualifications and Job Specific Competencies

<b>Education</b>	<ul style="list-style-type: none"> <li>Grade 12 Diploma or equivalent</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Six months related experience dealing with the general public in-person, on the telephone and via email in a customer service focused and fast paced environment</li> <li>An equivalent combination of education and experience may be considered</li> </ul>
<b>Key job-specific competencies</b>	<ul style="list-style-type: none"> <li>Ability to diffuse distressed or angry customers on the telephone and in person who are distressed or angry;</li> <li>Excellent customer service skills;</li> <li>Effective problem solving skills;</li> <li>Effective communication skills, both written and oral;</li> <li>Mathematical aptitude;</li> <li>Accuracy and efficient in completing tasks, meeting time lines;</li> <li>Experience handling and balancing cash and maintaining an inventory;</li> <li>Familiar with handling a multi-line telephone;</li> <li>Proficiency with a variety of software programs including Outlook, Word, excel programs, programs related to customer service and data entry;</li> <li>Ability to multi-task and to exercise sound judgment, tact and professional manner;</li> <li>Knowledge of the Victoria transit system an asset.</li> </ul>
<b>Willingness Statement</b>	<ul style="list-style-type: none"> <li>Available to work on an on-call basis at BC Transit's Victoria and Langford Transit Centers, with flexible availability to meet the operational requirements.</li> <li>Shift work required</li> </ul>