



CUSTOMER SERVICES ADMINISTRATOR

FC: VA 120
PG: 13-SEIU

PC: 714
BU: 04
June 1999

DEFINITION

Under general supervision, develops and implements a variety of innovative customer service programs; coordinates, evaluates and monitors existing customer service programs for effectiveness and efficiency; directs office support staff involved in customer service activities. Handles the more difficult customer service inquiries/programs, provides lead direction to other representatives, and provides operational and/or analytical support for the department manager; performs related work as assigned.

CLASS CHARACTERISTICS

This classification is responsible for developing, implementing and coordinating multiple customer service programs and activities designed to enhance the passenger's image of the District at a high impact and profile level. The class performs duties involving highly visible programs requiring sensitivity and diplomacy. Incumbents are responsible for independently addressing and resolving customer complaints that are considered the most difficult and/or sensitive. This level is also responsible for technical/analytical duties which may include: reviewing/awarding bid proposals, marketing materials, evaluating departmental policies and procedures, and providing high level staff support to the division manager. This class is distinguished from the customer service manager in that the latter has overall responsibility for all customer service and activities, including the transit information center, special ticket programs and regional programs.

EXAMPLES OF DUTIES

1. Develops, implements and coordinates the most complex or sensitive customer service programs and activities.
2. Serves on interdepartmental and District wide task forces relating to customer service activities.
3. Represents the District and provides leadership in regional transportation committees.
4. Solicits local retail outlets for ticket sales; solicits Bay Area employers for participation in the regional ticket program.
5. Reviews technical submittals of bid proposals, participates in term and cost negotiations and award process.
6. Maintains records of ticket sales; provides promotional materials to vendors; authorizes disbursement of tickets and makes delivery to vendors.

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7. Performs and supervises daily operation of Customer Services Center if required.
8. Evaluates market conditions for success of merchandising specific logo items, identifies and creates opportunities to sell logo items.
9. Provides lead direction to others related to inventory control and restocking of logo items and tickets with retailers.

QUALIFICATIONS

Knowledge of:

Principles, concepts, practices and procedures of customer service and relations; methods, formats and techniques of printing, negotiating and writing technical contracts; graphics, lay-out design and product or service promotion; proficient in budgetary principles and practices; standard office practices and procedures; basic arithmetic and cash handling procedures; basic supervisory principles.

Skill/Ability in:

Developing, implementing and coordinating high level, major impact customer service programs and activities; analyzing the effectiveness of customer service programs; assigning, reviewing and directing the work of assigned office staff; evaluating customer comments and complaints and making appropriate responses and referrals; making accurate arithmetic calculations and cash transactions; evaluating policies and procedures and recommending implementing same; handling the most difficult and/or sensitive customer service problems independently with tact and diplomacy; representing the District effectively in outside meetings with agencies, firms and the general public; making oral presentations to groups; establishing and maintaining effective working relationships with those contacted in the course of the work.

Other Requirements:

Must be able to carry boxes of tickets weighing up to 60 pounds.

MINIMUM QUALIFICATIONS

Any combination of college and experience equivalent to completion of a two year college with major course work in communications, public relations or a related field and five years of experience in dealing with the public which has included developing customer programs, researching and writing bid contracts, dealing with account management in a sales environment, with at least two years of experience in designing, selecting and buying gift items for sale in a company store. Additional related work experience may be substituted for the education on a year-for-year basis.

BART EEO-1 Job Group: 3500 – Professionals
Census Code: 2825 – Public Relations Specialists
Safety Sensitive: No