

SCHEME OF DUTIES
HEAD OF CUSTOMER EXPERIENCE ON CONTRACT

POST	HEAD OF CUSTOMER EXPERIENCE ON CONTRACT
QUALIFICATION	A. A Diploma in either Business Administration/Management/Marketing or an alternative qualification from a recognized institution acceptable to the Central Water Board. B. Candidates should reckon a minimum of <u>three years' post qualification experience</u> in <u>communication/customer service/public relations/call centre</u>.
SKILLS & COMPETENCIES	• Excellent communication skills, both written and verbal • Strong interpersonal skills to be able to deal with people at all levels • Analytical skills to interpret data and trends • Numerical skills to understand financial and budget management • Strong customer focus and excellent telephone manner • Leadership skills and the ability to motivate and develop staff • Ability to work well in teams • Ability to work under pressure, manage your time effectively and work on your own initiative • Desire to help others work towards targets and develop their skills • Confidence and good business sense • Ability to set, meet and exceed targets • Focused and self-motivated approach to work • Flexible attitude and the ability to manage change. • Active Listening skills. • Problem solving attitude
SALARY	Negotiable Salary in the range of Rs 31,765 to Rs 62,000
HOURS OF WORK	The Head of Customer Experience will work during the weekdays as from 8h45 to 16h00, but should remain available on a 24 hours basis, including weekends, public holidays and officially declared cyclone days.
REPORTING LINE	Deputy General Manager (Administration) or any other designated officer.
ROLE AND RESPONSIBILITY	The role of the Head of Customer Experience will be settlement of customer service

	targets as well as planning areas of improvement of development. Additionally, he/she will have to coordinate and motivate all the subordinates and may manage staff recruitment. Furthermore, the head of CX will be the main liaison officer with the management.
DUTIES	1. To manage the daily running of the call centre, including sourcing equipment, effective resource planning and applying call centre strategies and operations 2. To undertake needs assessments, performance reviews and cost/benefit analyses 3. To set/meet performance targets for speed, efficiency, sales and quality 4. To ensure all relevant communications and data are updated and recorded 5. To advise on possible contingency situations 6. To liaise with coordinators, team leaders, agents and third parties to gather information and resolve issues 7. To maintain up-to-date knowledge of developments and involvement in networks 8. To monitor random calls to improve quality, minimise errors and track operative performance 9. To coordinate staff recruitment, write job adverts and liaise with HR staff 10. To review the performance of staff, identify training needs and plan training sessions 11. To record statistics (including debtors report), user rates and the performance levels of the centre 12. To prepare reports on these statistics, rates and performance levels 13. To handle the most complex customer complaints or enquiries 14. To organise shift patterns and the number of staff required to meet demand 15. To coach, motivate and retain staff 16. To coordinate bonus, reward and incentive schemes 17. To forecast and analyse data against budget figures on a weekly and/or monthly basis. 18. To use ICT in the performance of his duties. 19. To perform such other duties directly related to the main duties listed above or related to the delivery of the output and results expected from the Head of Customer Experience in the role ascribed to him.

Approved by CWB (21/22)12/152 dated 04 March 2022 &
 Approved by CWB of 24.08.26

