



## NYDA JOB DESCRIPTION

Job Description: Officer: Customer Services-Outbound			
Section A:      JOB INFORMATION SUMMARY			
<b>Job Title:</b>	Officer: Customer Services Outbound	<b>Job Grade:</b>	C2
<b>Salary:</b>			
<b>Job Holder Name:</b>			
<b>Level:</b>	Officer		
<b>Date:</b>			
<b>Location</b>	Head Office – Woodmead		
<b>Division or Cluster:</b>	Communications		
<b>Seconded to:</b>			
<b>Reports to:</b>	Manager: Customer Services	<b>Name</b>	
<b>Location:</b>	Head Office – Woodmead		
<b>No. of positions in the Division or Cluster:</b>			
<b>Type of contract:</b>	Full Time – Permanent/	Fixed Term Contract	Temporary
<b>Contract period:</b>			

**Key Job Purpose:**

The Outbound Customer Service Officer/Call Centre Agent:

- Engages in proactive communication with clients. □
- Promoting NYDA's products and services
- Conducting follow-ups and providing valuable support.

This role requires effective communication skills, a customer-centric approach, and a commitment to achieving outbound call center targets.

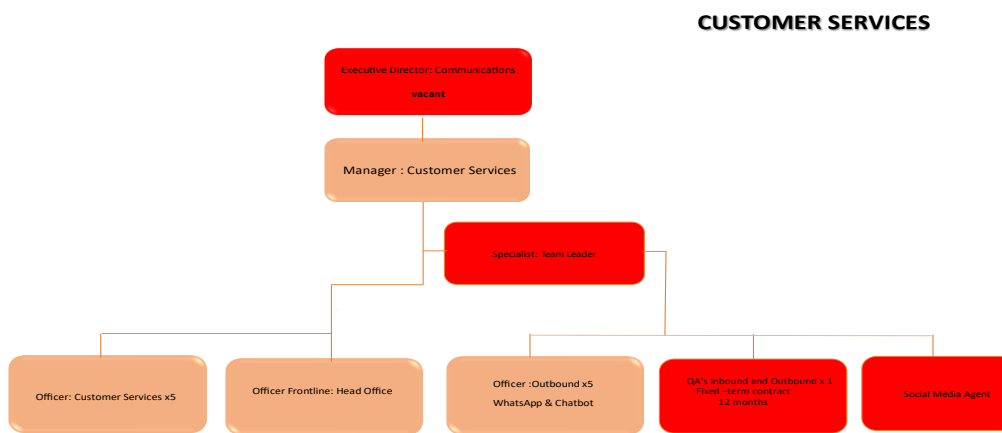
**Key Outcomes (what deliverables are required to achieve job purpose):**

- Conduct outbound calls to clients for follow-ups, outreach, and support.
- Promote NYDA's products and services to potential and existing clients.
- Collect feedback, address queries, and provide relevant information.
- Collaborate with team members to achieve outbound call center goals.

**Key Roles (what role does one have to play to deliver the outcomes):**

- Communicator
- Advisor
- Problem solver
- Promotion and Outreach

**Organogram:**



**Direct Reports: None**

**Indirect Reports: None**

**Financial Responsibility: None**

**Section B: DETAILED OUTLINE**

<b>Outcomes</b>	<b>Key Activities (what activities are relevant to deliver the outcomes)</b>
KPA 1: Outbound Communication	<ul style="list-style-type: none"> <li>• Initiate outbound calls to customers for follow-ups and engagement.</li> <li>• Conduct courteous and informative conversations with customers.</li> </ul>
KPA 2: Promotion and Outreach	<ul style="list-style-type: none"> <li>• Promote NYDA's products and services to potential and existing customers.</li> <li>• Participate in outbound campaigns and initiatives.</li> </ul>
KPA 3: Customer Engagement	<ul style="list-style-type: none"> <li>• Collect feedback, address queries, and provide information.</li> <li>• Ensure customers' needs are understood and met.</li> </ul>
KPA 4: Team Collaboration	<ul style="list-style-type: none"> <li>• Collaborate with team members to achieve outbound call center targets.</li> <li>• Share insights and feedback to enhance outbound strategies.</li> </ul>

<b>Section C: SERVICE DELIVERY AND PERFORMANCE STANDARDS (KPIs)</b>	
<b>Outcomes</b>	<b>Key Performance Indicators (KPI's) (What will tell that one is achieving the outcome)</b>
KPI 1: Outbound Call Efficiency	<ul style="list-style-type: none"> <li>• Number of successful outbound calls conducted within defined timeframes.</li> <li>• Response Rate: Indicates how well customers engage positively with the calls.</li> <li>• Call Duration: Balancing effective communication within a reasonable timeframe.</li> <li>•</li> </ul>
KPI 2: Promotion Effectiveness	<ul style="list-style-type: none"> <li>• Awareness Enhancement: Measures the effectiveness of communicating and increasing awareness about the agency's products and services.</li> <li>• Service Utilization: Reflects the success in promoting the use of the agency's offerings by the target audience.</li> <li>• Engagement Rate: Quantifies the level of interest and interaction generated among customers regarding the agency's products and services.</li> </ul>
KPI 3: Customer Engagement	<ul style="list-style-type: none"> <li>• Feedback Collection: Measures agent's capacity to gather customer insights.</li> <li>• Query Resolution: Reflects efficiency in addressing customer queries.</li> <li>• Customer Satisfaction Score (CSAT): Quantifies overall customer satisfaction.</li> <li>•</li> </ul>
KPI 4: Team Contribution	<ul style="list-style-type: none"> <li>• Call Center Goals Achievement: Evaluates contribution to overall team objectives.</li> <li>• Knowledge Sharing: Measures active participation in sharing insights.</li> <li>• Positive Team Dynamics: Focuses on fostering a harmonious and <ul style="list-style-type: none"> <li>□ productive team environment.</li> </ul> </li> </ul>

<b>Section D: INHERENT JOB REQUIREMENTS</b>			
<b>Competencies:</b>			
<b>Level of Proficiency: 1 - Can acquire on the job; 2 - Some proficiency; 3 - Moderate proficiency; 4 - Strong proficiency; 5 - Expert proficiency</b>			
<b>D1. Managerial Competencies</b>		<b>D2. Generic Competencies</b>	
<b>Competency</b>	<b>Level of Proficiency (1-5)</b>	<b>Competency</b>	<b>Level of Proficiency (1-5)</b>

Leadership	2	Communication skills	4
People management	1	Stakeholder relations	3
Decision making	3	Effectiveness	3
		Efficiency	4
		Detail orientated	3
		Accountability	3
		Punctuality and timeliness	4
		Ethics, integrity and professionalism	3
		Stakeholder and service delivery management	2
		Self-motivation	3
		Willingness to learn	3
		Adaptability	2

**D3. Technical skills and knowledge**

Knowledge		Skills		D4. Attributes
Competency	Level of Proficiency (1-5)	Competency	Level of Proficiency (1-5)	
• Knowledge of business administration	4	Business knowledge	3	Flexibility Integrity Reliability Confidentiality People-person Friendly and approachable Takes initiative Hard-working Dedicated and committed Well-organised Detail-oriented Articulate Results-focused/good follow-through Ability to work shifts/irregular hours
• Knowledge and understanding of appropriate corporate telephone etiquette	3	Compliant to policies and legislations	3	
• Understanding and appreciation of youth development	4	Product knowledge	4	
• Knowledge of NYDA organisational objectives	4	Marketing youth development services	3	
• Knowledge of the NYDA Act	3	Administration	2	
• Knowledge of NYDA products and services	5	Information management	3	
• Knowledge of counselling	3	Computer literacy	3	
• Referral knowledge	2			

**D5. Qualifications and Experience:**

**Minimum Qualifications:**

- NQF Level 5 in Communications and Public Management.
- Recognized Prior Learning in Call Centre.

**Preferred Qualification:**

- NQF Level 6 in Communications and Public Management.

**Relevant experience:**

- At least 2 - 3 years' experience in Contact/Call Centre, Frontline Services or in a Customer services.
- Driver's License is a requirement.

**Section E: KEY RELATIONSHIP INTERFACES**

Internal Relationships - other than reporting lines (manager and subordinates).	External Relationships (With Local/Provincial structures and other key parties, specify)
<ul style="list-style-type: none"> <li>• NYDA Staff</li> <li>• Executive Directors</li> </ul>	<ul style="list-style-type: none"> <li>• Callers and clients</li> <li>• Service Providers</li> </ul>

*\*These are relationships where the incumbent will be working closely to influence or determine the results of this job. These are make or break relationships who may best complete a 360 degree performance assessment.*

Signed by: <b>(Job Holder)</b>	Authorised by:
Date:	Date: