



NYDA JOB DESCRIPTION

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

Key Job Purpose:

The WhatsApp Chatbot Response and Virtual Assistant role focuses on leveraging technology to provide efficient and responsive customer service through digital platforms. This position involves interacting with customers via WhatsApp, utilizing AI chat and voice bots, and ensuring accurate and timely responses to customer queries.

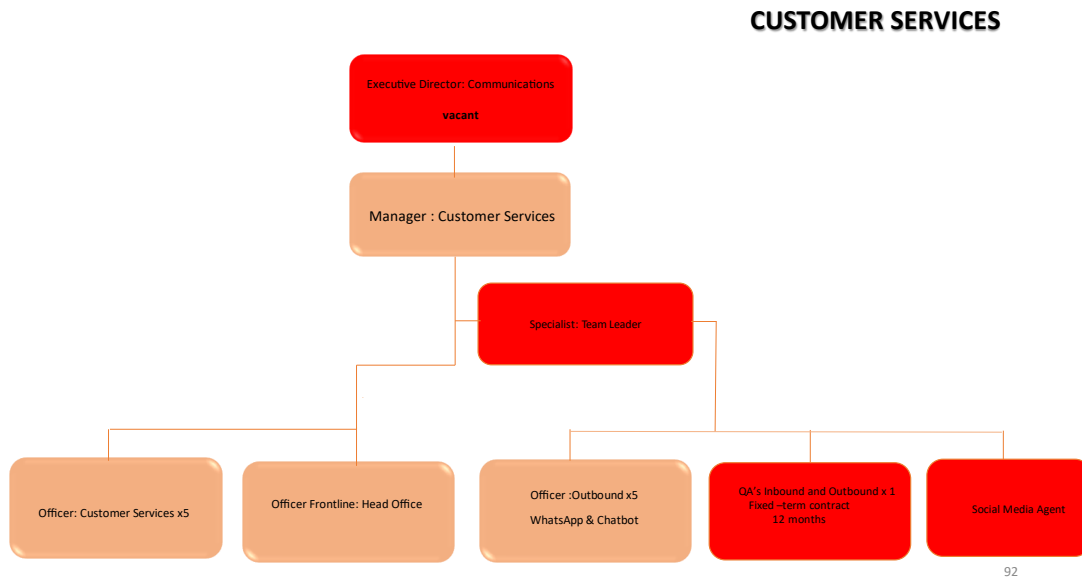
Key Outcomes (what deliverables are required to achieve job purpose):

- Provide prompt and accurate responses to customer queries via WhatsApp.
- Utilize AI chat and voice bots for efficient and automated interactions.
- Assist in the development and refinement of the WhatsApp chatbot.
- Enhance customer experience through digital service channels.

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

- Digital Customer Interaction
- AI Chat and Voice bot Utilization
- Process Enhancement

Organogram:



92

Direct Reports: None

Indirect Reports: None

Financial Responsibility: None

Section B: DETAILED OUTLINE	
Outcomes	Key Activities (what activities are relevant to deliver the outcomes)
KPA 1: Digital Customer Interaction	<ul style="list-style-type: none"> Interact with customers via WhatsApp and Webchat, addressing inquiries and providing support. Maintain a professional and customer-centric communication style.
KPA 2: AI Chat and Voice bot Utilization	<ul style="list-style-type: none"> Utilize AI chat and voice bots for automated customer interactions. Ensure accurate and relevant responses from AI-driven tools
KPA 3: Process Enhancement	<ul style="list-style-type: none"> Assist in the development and refinement of the WhatsApp chatbot. Contribute insights for continuous improvement of digital customer service.
KPA 4: Complaint Resolution Expert	<ul style="list-style-type: none"> Effectively address customer queries, complaints, and concerns across all communication channels. Escalate complex or unresolved issues as needed to higher levels for resolution. Liaise with relevant departments and stakeholders to investigate
	<ul style="list-style-type: none"> complaints and implement corrective actions. Maintain records of complaints and resolutions, identifying trends and opportunities for improvement.
KPA 5: Outreach Support	<ul style="list-style-type: none"> Actively engage in outreach activities to promote products and services, fostering positive relationships with potential clients. Represent the organization at events, seminars, and community gatherings to increase awareness and drive engagement. Collaborate with other departments and stakeholders to develop effective outreach strategies and campaigns.

Section C: SERVICE DELIVERY AND PERFORMANCE STANDARDS (KPIs)	
Outcomes	Key Performance Indicators (KPI's) (What will tell that one is achieving the outcome)
KPI 1: Response Time	<ul style="list-style-type: none"> Real-time Responses: Ensuring most queries are addressed promptly in real-time or within a predefined response time window. Time-Based Escalation: Identifying and swiftly escalating complex or unresolved queries to appropriate teams after a certain response time. Peak Demand Handling: Measuring response time during high-volume periods and evaluating the ability to maintain efficiency.
KPI 2: AI Utilization Efficiency	<ul style="list-style-type: none"> Issue Resolution: Evaluating how well AI chat and voice bots resolve customer issues without human intervention. Seamless Transition to Agents: Assessing the effectiveness of transferring customers seamlessly from AI to human agents when needed. AI Learning Curve: Monitoring how quickly agents adapt to using AI tools effectively for customer interactions.
KPI 3: Customer Experience	<ul style="list-style-type: none"> Net Promoter Score (NPS): Collecting NPS data to gauge overall customer satisfaction and loyalty. First-Contact Resolution: Measuring the rate at which issues are resolved during the first digital interaction. Personalization: Assessing the level of personalization achieved in digital interactions, which contributes to a positive experience.
KPI 4: Complaint Resolution Expert	<ul style="list-style-type: none"> Walk-in Issue Handling: Successfully resolve issues presented by walk-in clients. Multichannel Problem Solving: Demonstrate ability to resolve customer issues across different communication modes. Escalation Management: Monitor and ensure effective follow-through on issue escalations.
KPI 5: Outreach Support	<ul style="list-style-type: none"> Number of outreach events attended: Track the number of events, seminars, and community gatherings attended to promote products and services. Engagement metrics: Measure the level of engagement generated at outreach events, including the number of interactions, inquiries, and leads generated for our training programmes. Collaboration effectiveness: Assess the effectiveness of collaboration with branches and districts in developing outreach strategies and campaigns. Increase in brand awareness

Section D: INHERENT JOB REQUIREMENTS
<p>Competencies: Level of Proficiency: 1 - Can acquire on the job; 2 - Some proficiency; 3 - Moderate proficiency; 4 - Strong proficiency; 5 - Expert proficiency</p>

D1. Managerial Competencies		D2. Generic Competencies		
Competency	Level of Proficiency (1-5)	Competency	Level of Proficiency (1-5)	
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
• Knowledge and understanding of appropriate corporate telephone etiquette	3	Compliant to policies and legislations	3	Integrity
• Understanding and appreciation of youth development	4	Product knowledge	4	Reliability
• Knowledge of NYDA organisational objectives	4	Marketing youth development services	3	Confidentiality
• Knowledge of the NYDA Act	4	Administration	2	People-person
• Knowledge of NYDA products and services	3	Information management	3	Friendly and approachable
• Knowledge of counselling	5	Computer literacy	3	Takes initiative
• Referral knowledge	3			Hard-working
	2			Dedicated and committed
				Well-organised
				Detail-oriented
				Articulate
				Results-focused/good follow-through
				Ability to work shifts/irregular hours

D5. Qualifications and Experience:**Minimum Qualifications:**

- NQF Level 5 in Communications and Public Management or equivalent.

Preferred Qualification:

- NQF Level 6 in Communications and Public Management or equivalent..

Relevant experience:

- At least 2 - 3 years' experience in digital communication platform.
- 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"> • NYDA Staff • Executive Directors 	<ul style="list-style-type: none"> • Callers and clients • Service Providers

**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: (Job Holder)	Authorized by:
Date:	Date: