

Joint Customer Service Review - Depot Customer Service Roles

‘One Team’ ‘One Parcelforce’

June 2019

Parcelforce Customer Experience



Ian Johnson – Head of Customer Experience – Parcelforce Worldwide

“I hope that you truly enjoy the training that we have developed in partnership, it has been put together with enthusiasm, commitment and pride. Hopefully it will give you the tools you need to provide an excellent customer experience for our customers every time they contact us. Both Parcelforce and the CWU have long track records of delivering great things together and I hope you agree that this training and way forward is just another example of that collaboration. Thanks again and I hope you enjoy the training that we will jointly deliver very shortly. “



Katrina Quirke – Postal Executive Council - CWU

CWU and Parcelforce have a proud record of working together using the Table of Success process. This training has been developed jointly and will ensure that all CSA's are trained to the same highest professional standard. This jointly delivered training will give you the skills to ensure that we continue to deliver the best customer service experience for all our customers who choose to contact us by telephone ensuring that Parcelforce remain the market leader in customer experience. Thank you to all who are taking part in the Training. I hope it is a worth while experience for you.



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- Following the 2018 agreement between Royal Mail Group and CWU, the Table of Success working group has taken steps to improve Customer Experience in Parcelforce Worldwide (PFW) to help the business compete in a difficult and challenging market.
- Since June 2018, PFW Managers and local CWU Reps have been working tirelessly together in order to split Customer Service and Admin resource in each Depot.
- This will enable us to maintain better service levels and availability to customers due to effective resource allocation, focus on our advisors more with better coaching, training and support and ensure our coverage is strong at peak times being available to our customers when they need us.
- “Both parties are confident that this re-alignment of resource will put PFW in a much better position to meet our joint aspiration to deliver an enhanced customer experience through a team of skilled customer advisors, trained and equipped to deal with customer enquiries in a consistent, efficient and professional manner.”
Excerpt from Joint Statement between Parcelforce Worldwide and the CWU on the re-alignment of Depot Customer service Resource 2019
- We are now in a position to outline details impacting the Customer Service roles.

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Roles and Responsibilities of the newly aligned Depot Customer Service Advisor

Parcelforce Worldwide has a multitude of ways in which customers can make contact, with the primary way being via telephone. As a Customer Service Advisor, we would expect you to utilise our extensive array of tools and systems to actively deliver a solution to all customer queries and requests.

- Successfully manage our customers expectations, primarily but not solely restricted through receiving telephony calls. Alongside this, you will utilise your skills to successfully manage all customer contacts through to resolution.
- Act as a single point of contact for each and every customer.
- Create and build strong business relationships with both pre-existing account and retail customers along with your virtual teams.
- Work alongside our customer to understand their needs and implement solutions to queries, requests or concerns they have.
- Depending on the varying levels of customer contacts through our network There may be at certain times, the requirement to undertake alternative forms of customer service based work e.g. customer emails received through Parcelforce@Parcelforce.co.uk. This will be agreed with Regional Customer Experience Managers (RCEMs), local depot operations management and CWU representatives before any such changes are implemented.
- CS advisor roles in depots may vary by site depending on the geographical location and workload of each site.

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Roles and Responsibilities of the newly aligned Depot Admin Advisor

- Operational Admin in depots vary by site depending on the geographical location and workload of each site.
- Generally, Operational Admin roles have a combination of work to perform. Below is a list of jobs and tasks that operational admin performs and this role would include elements of this work.
- Where a colleague has not performed a specific task or job, the Ops Manager will organise training for that person.
- Resolve messaging – Ownership will only sit with the admin team until national access of the PDA Frontline System has been set up and rolled out.
- Pre-brief
- Debrief
- UPMS
- Depot counter/reception
- Cleaning
- IAG
- Outstandings, GLS Outstandings & iView Outstandings
- POL Outstandings
- Damages and PARC process
- Address Queries
- Transport
- Pay & Billing including OD pay & invoices
- Royal Mail Collections
- Collections Coordinator
- Charge Parcels, Pick List and letters
- Transport, key control and devices
- Halcon unbilled

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Ownership

- Advisors in this new role of Depot Customer Service Advisor will be equipped with the confidence, skills and knowledge to enable them to take full ownership of all customer enquiries they receive, regardless of which depot would historically have “owned” the call. ‘One Team.’ ‘One Parcelforce’
- Calls which are required to be escalated will be owned by the depot.
- The Resolutions and International teams will be on hand to offer any further advice and support required.
- **Escalation Process**



Escalation Process

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Training

- Training modules have been developed with joint working with PFW and the CWU in order to fully support these roles and responsibilities.
- Eight PFW Operation Managers and seven CWU Representatives have received accredited 'train the trainer' development to ensure the delivery of the training is of the highest standard to our team members.
- The training material has been piloted to our Liverpool colleagues with positive feedback. This include:-
 - Handouts are useful
 - PARC Log Video, very detailed
 - Material was very detailed
- The training modules include: Systems and Knowledge, Customer Focus and Telephone Techniques.
- A training timetable has been developed and will be deployed over the next six months to all depots.

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Next Steps

- Your local Manager and CWU Rep have had a one-to-one with you so that you understand what your new role will be.
- You will also receive a date for when you will participate in the training to equip you with the confidence, skills and knowledge to fulfil this new role.
- All of us will play a crucial role in making this a success for PFW and our customers. Do you have any concerns or questions you would like to raise?

Thank you for all your continued support.