



MANAGER OF CUSTOMER SERVICES

JC: AC400

PG: AFH

BU: 31 (AFSCME)

FLSA: Exempt

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Plans, directs, manages, and oversees the activities and operations of the Customer Services Center and the Transit Information Center; collaborates with regional organizations; coordinates assigned activities with other departments and outside agencies; provides highly responsible and complex administrative support to the Director of Customer Services, and performs related duties as assigned.

CLASS CHARACTERISTICS

This single-position classification assumes management responsibility for all activities and operations of the Customer Services Center, Transit Information Center, and collaborations with regional organizations. This classification is distinguished from the Director of Customer Services in that the Manager is responsible for the day-to-day management of the areas of the Customer Services Department mentioned above, whereas the Director has overall responsibility for all areas of the department and is specifically responsible for setting the long-term strategic direction of the department.

REPORTS TO

Director of Customer Services or designee

EXAMPLES OF DUTIES – *Duties may include, but are not limited to, the following:*

1. Assumes management responsibility for assigned services and activities of the Customer Services Division, including oversight of the Customer Services Supervisor and activities performed by subordinates relative to merchandise and Clipper/fare card sales at the Lake Merritt Customer Services Center and the District's e-commerce store.
2. Provides oversight for implementation of outreach and promotional programs that provide information about BART, the District's e-commerce store, Clipper, fares, and other programs.
3. Oversees efficiency of Transit Information Center, works with Customer Services Supervisor, and stays abreast of technological improvements in the field of telecommunications.
4. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels.
5. Plans, directs, coordinates, and reviews the work plan for assigned staff; assigns work activities, projects, and programs; reviews and evaluates work methods and procedures; meets with staff to identify and resolve problems.

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6. Assumes responsibility for cash handling, balancing and inventory control of revenue, tickets, Clipper cards, Company Store and e-commerce store items, and other items in the Customer Services Center.
7. Provides oversight of point of sale (POS) system and preparation; ensures accuracy of daily, weekly, and/or monthly financial and cash handling reports.
8. Oversees and approves procurement plans for obtaining merchandise inventory, professional services, equipment and other goods; guides subordinate staff to create RFP's, designs selection process, adheres to schedule, and brings contract award through the District's approval process.
9. Coordinates customer outreach efforts with other marketing promotions, new service changes, and other District initiatives.
10. Monitors developments, technology, and new techniques related to assigned area of responsibility; evaluates impact upon customer service, service delivery, and district image.
11. Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
12. Oversees and participates in the development and administration of the division's annual budget; participates in the forecast of funds needed for staffing, equipment, materials, and supplies; monitors and approves expenditures; implements adjustments.
13. Serves as liaison for the Customer Services Division to other divisions, departments, and outside agencies; negotiates and resolves sensitive and controversial issues; and provides regional leadership on subject matters that require regional coordination.
14. Participates on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence.
15. Represents the Director of Customer Services and oversees all areas of the Department, including the oversight of case handling in the customer relationship management (CRM) system and data reporting, when the Director is away from the District.

QUALIFICATIONS

Knowledge of:

- Operational characteristics, services, and activities of a comprehensive customer service and customer outreach program.
- Operational characteristics, services, and activities of a retail and e-commerce sales environment.
- Operational characteristics of point-of-sale systems
- Operational characteristics of telephone information/call center operations.
- Principles and practices of interpersonal customer relationships.
- Principles and practices of program development and administration.

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- Principles and practices of contract administration.
- Methods and techniques of cash handling, inventory control and balance sheet reporting.
- Methods and techniques of managing employees in a Union setting.
- Methods and techniques of complex statistical and financial analysis and reporting. Methods and techniques of evaluating market research.
- Principles and practices of budget preparation and administration. Principles of supervision, training, and performance evaluation.
- Related Federal, State, and local laws, codes, and regulations.

Skill in:

- Overseeing and participating in the management of a comprehensive customer services and customer outreach program.
- Participating in the development and administration of division goals, objectives, and procedures.
- Overseeing, directing and coordinating the work of lower-level staff. Selecting, supervising, training, and evaluating staff.
- Researching, analyzing, and evaluating new service delivery methods and techniques. Overseeing the operation of point-of-sale systems.
- Designing and utilizing computerized databases.
- Preparing clear and concise administrative and financial reports.
- Preparing and administering large program budgets.
- Interpreting and applying applicable Federal, State, and local policies, laws, and regulations.
- Communicating clearly and concisely, both orally and in writing.
- Establishing and maintaining effective working relationships with those contacted in the course of work.
- Oversight of telephone information center operations.

MINIMUM QUALIFICATIONS:

Education

A bachelor's degree in marketing, communications, business administration, public administration, or a closely related field from an accredited college or university.

Experience

The equivalent of five (5) years of full-time professional customer services program administration experience, which must have included two (2) years of supervisory responsibility.

Substitution

Additional professional experience as outlined above may be substituted for the education on a year-for-year basis. A college degree is preferred.

WORKING CONDITIONS

Environmental Conditions

Office environment; exposure to computer screens.

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Physical Conditions

May require maintaining physical condition necessary for sitting for prolonged periods of time.

BART EEO-1 Job Group: 1500 – Supervisors/Other

Census Code: 0430 – Miscellaneous Managers

Safety Sensitive: No

CLASSIFICATION HISTORY

Created : August 2002

Revised: January 2018

August 2023