

> FRONTLINE ROLE SPOTLIGHT
CUSTOMER SERVICE (AQUATICS)



CAPABILITIES

VALUES & BEHAVIOURS

Safety	Ensures patron safety through communicating safety information, such as child supervision.
Customer Service	Builds positive relationships with patrons and fosters a sense of belonging and connection, while providing speedy and accurate reception services.
Teamwork	Communicates openly, shares ideas, and provides support to colleagues to achieve common goals, enhancing the overall customer experience.
Learning & Development	Actively engages in ongoing training and seeks feedback to improve customer service.

TECHNICAL SKILLS

Customer service
Product and program awareness
Telephone etiquette
Transaction management
Conflict resolution

SOFT SKILLS

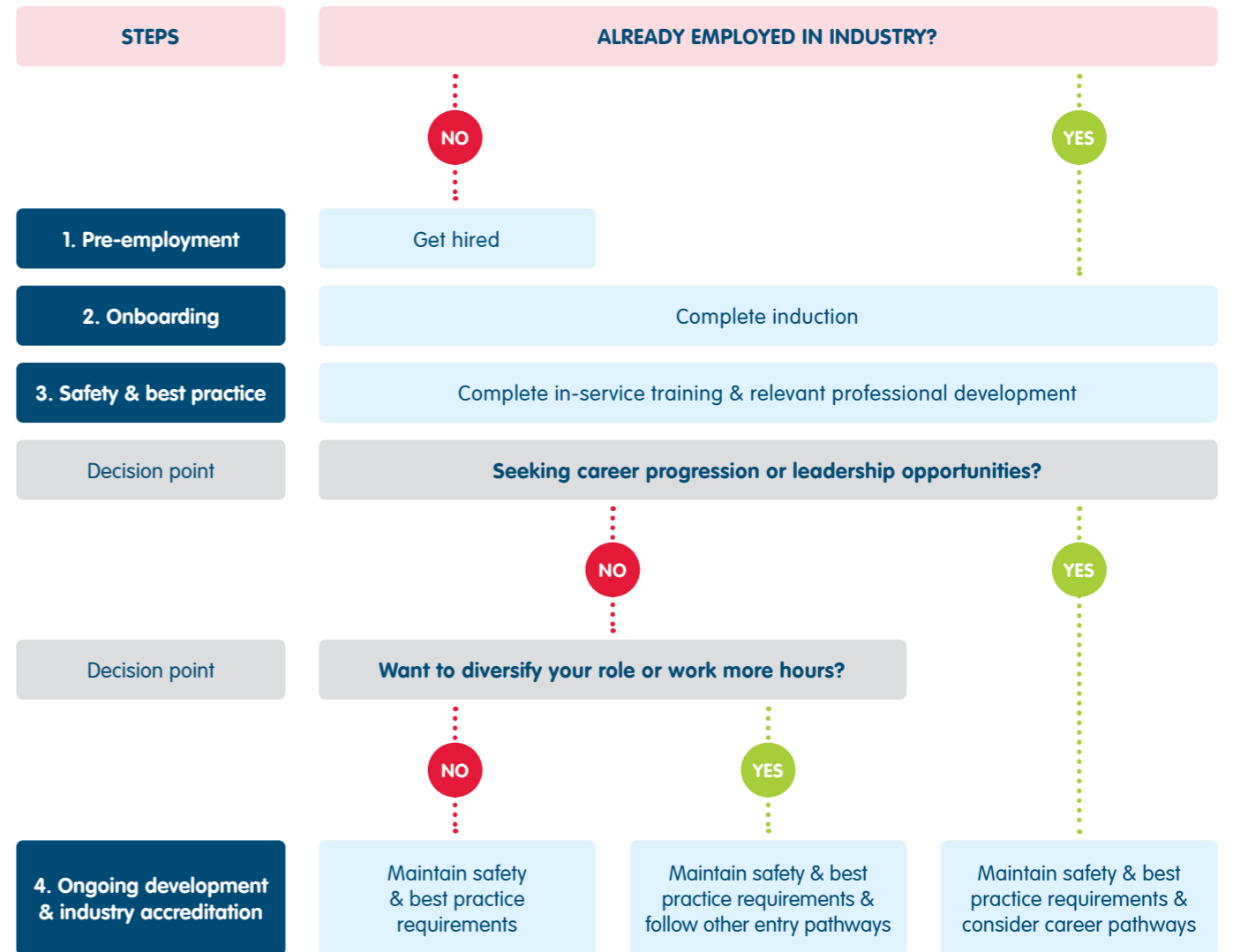
Communication
Problem solving
Empathy
Professionalism
Teamwork

“Aquatic facilities require a range of administration roles to ensure the management and operations of the facilities.”

SAFETY & BEST PRACTICE

Initial Qualification	Re-Accreditation	Onboarding / Induction	In-Service Training	Health Requirements	Fitness Requirements
Working with children check or equivalent Positive child safety reference	N/A	Orientation to facility, plant equipment, safety rules Emergency Procedures Supervision Plan Aquatic risk assessment Relevant plant and equipment Escalation procedures Child supervision and safety policies etc.	Three-monthly Includes: Operations manuals Industry practices Emergency planning Incident management Supervision Water rescues	20/20 vision (with corrective lenses) Good hearing (with aid) Medical approval if required Immunisations	General health and physical fitness declaration

TYPICAL ENTRY PATHWAY: CUSTOMER SERVICE (AQUATICS)



DEVELOPMENT PATHWAYS

Customer service staff at aquatic facilities serve as the frontline representatives, providing a welcoming and professional experience for visitors. They handle inquiries, bookings, and payments, both in person and over the phone. Responsibilities include managing membership registrations, scheduling appointments, and resolving customer concerns promptly and professionally. Additionally, they maintain cleanliness and organisation in reception areas, assist with facility access and orientation, and contribute to promoting programs and services to enhance the overall customer experience. Furthermore, customer service staff at aquatic facilities play a vital role in communicating essential water safety information to users of the aquatic facility. They educate visitors on facility rules and regulations, such as appropriate swimwear, diving protocols, and designated swim areas. They also provide information on water safety campaigns, including the importance of supervision for children and the recognition of potential hazards and vulnerabilities.

PATHWAYS

Customer service staff generally progress in the industry through the Customer Service (Aquatics) Pathway into roles like duty manager or customer service team leader or manager.

Outside of the aquatic industry, customer service staff have highly transferable skills and knowledge making them attractive to a range of employers.

A TYPICAL CUSTOMER SERVICE OFFICER*:

- Performs more than one aquatic industry role
- Has been in the industry for more than six years
- Works less than eight hours a week
- Works across multiple aquatic facilities
- Works for more than one organisation and works across multiple facilities
- Most enjoys having a positive impact on people's lives and the community

*According to Royal Life Saving research