

**STATE OF WISCONSIN
CLASSIFICATION SPECIFICATION**

**LOTTERY CUSTOMER SERVICE SPECIALIST
CLASSIFICATION SERIES**

I. INTRODUCTION

A. Purpose of This Classification Specification

This classification specification is the basic authority under ER 2.04, Wis. Admin. Code, for making classification decisions relative to present and future professional level Department of Revenue positions located within the classified service. Positions allocated to this classification series are located in the Lottery Division and perform customer service activities related to players and/or vendors. This classification specification will not specifically identify every eventuality or combination of duties and responsibilities of positions that currently exist, or those that result from changing program emphasis in the future. Rather, it is designed to serve as a framework for classification decision-making in this occupational area.

Classification decisions must be based on the “best fit” of the duties within the existing classification structure. The “best fit” is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the class concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards or factors; statements of inclusion and exclusion; licensure or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

This classification series encompasses professional customer service positions located within the Lottery Division of the Department of Revenue. Positions allocated to this classification series are responsible for developing sales strategies; coordinating and/or staffing special events and winner awareness activities; giving presentations and conducting training; developing public relations information; problem resolution; information dissemination; determining and resolving issues related to contractors and/or performing telemarketing activities.

C. Exclusions

Excluded from this classification series are the following types of positions:

1. Positions which, for a majority of the time, perform duties which are more appropriately classified as Public Information Officer or Consumer Specialist.
2. Supervisor, confidential, or management positions as identified in 111.81, Stats.
3. Positions which are more appropriately identified by other classification specifications.

D. Entrance Into and Progression Through This Classification Series

Employees enter positions within this classification series by competitive examination. Movement to the senior level will occur by competitive examination.

II. DEFINITIONS

LOTTERY CUSTOMER SERVICE SPECIALIST

This is objective level Lottery Customer Service Specialist for positions that perform a variety of customer service activities. Positions analyze and answer retailer questions/concerns; perform research to answer retailer problems and perform necessary follow-up; coordinate and/or staff special events and winner awareness activities; develop lottery informational materials; develop and give presentations, and conduct training; are responsible for the lottery internet website; and/or perform telemarketing activities. Work is performed under general supervision.

LOTTERY CUSTOMER SERVICE SPECIALIST -SENIOR

This is senior level professional lottery customer service work under general supervision. Positions in this classification function in one of the following capacities: (1) develop, implement and evaluate sales and marketing programs for Lottery retailers, visit retailer locations to establish a retailer business plan and achieve sales goals; (2) develop and implement the statewide sales strategy for key accounts and provide presentations to major corporate accounts; (3) lead the statewide activities for the Winner Awareness, Special Events and Player Relations programs and assist in developing policies and procedures related to the program; evaluate programs and make recommendations for improvements; handle the most complex issues related to these programs; and (5) responsible for developing, implementing, and evaluating the pull-tab program.

III. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and worker activities performed and by an identification of the education, training, work, or other life experience which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

IV. ADMINISTRATIVE INFORMATION

This classification series was created effective March 2, 1997, as a result of a reorganization of the Lottery Division and the Professional Program Support Personnel Management Survey, to identify positions which are responsible for customer service work. The positions allocated to this class were formerly classified as Public Information Officers. Announcement of this classification appeared in Bulletin CC/SC-63.

This classification series was collapsed and created effective May 18, 2003 and announced in Bulletin MRS-SC-158 as a result of the WPEC Broadbanding and Class Collapsing Study.

This classification was modified effective May 13, 2007 to remove one allocation at the specialist level and modify an allocation at the senior level as a result of changes within the Lottery Division.

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