**Job Holder: CX Strategy Planning Manager**

**Reports to: Head of Customer Experience Strategy & Innovation**

**Safety Status: NSC**

**1. Job Purpose**

To contribute to WMT’s CX policy, objectives and strategy. To own and implement the Customer Experience (CX) strategy at route level across all relevant operational and service delivery teams. To use data insights to put in place effective interventions to ensure the service delivery at route level is optimal and performs above the expectations dictated by agreed performance monitoring regimes. To work with the Customer Service Directors in each Business Unit (BU) to ensure the CX improvement budget is deployed effectively at local level thus optimising CX and ROI. To engage effectively with customer groups and associations as well as external best practice bodies in order that the WMT CX delivery exceeds expectations.

**2. Key Accountabilities**

2.1 To contribute to WMT's Customer Experience (CX) policy, objectives and strategy, and work with the BUs to implement the strategy across all operational and support function areas. Working under the direction of the Head of CX Strategy to ensure optimal CX performance for WMT.

2.2 To deliver outputs to reduce the financial risk associated with CX performance and monitoring schemes and to deliver continuous improvement across the organisation.

2.3 To implement the CX Strategy which will include the integration of planning and processes across the BUs covering all functions to achieve the KPI’s set by DfT & realise the aspirations of the organisation.

2.4 The provision of timely and effective CX measurement and insights to enable timely interventions in order to improve performance and mitigate CX penalties.

2.5 Complete audits and recommend improvements to CX on a period basis to ensure the business continuously improve the standards

2.6 Manage CX revenue and expenditure budgets

2.7 Support the organisation's CX cultural change programme in conjunction with HR and Customer Service.

2.8 Support the strategy for any Behaviour Change programme

2.9 Management of CX forums and panels to ensure the WMT CX strategy is effective and held to account.

2.10 Identify any business opportunities, risk and economies which may arise through contractual relationships.

2.11 Lead, manage, support and mentor those staff reporting directly to the role.

2.12 Represent the organisation in both internal and external CX best practice forums and import best practice to ensure WMT exceeds industry benchmarks.

2.13 Work with BUs to endorse and embed the outputs of the CSES & Passenger Charter

2.14 To deliver all business objectives, statutory and regulatory commitments as agreed with the HofCXS&I

**3 Role Dimensions**

Financial: Budget expenditure (TBC), Customer Experience account

Non-Financial: Franchise and Regulatory Obligations and Commitments

**4 Main contacts**

Directors: Ad hoc discussions, updates, performance reviews

Head of Departments: Ad hoc discussions, planning, updates, reviews

Managers: Ad hoc discussions, planning, updates, reviews

Colleagues: Station visits, two-way communication

Stakeholders & User Groups: Ad hoc discussions, updates, reviews

Relevant Authority Bodies: Ad hoc discussions, updates, reviews

Procurement: Ad hoc discussions, updates, reviews

Network Rail: Ad hoc discussions, updates, performance reviews

Suppliers: Ad hoc discussions, contract negotiations, planning, updates, performance reviews

**5 Experience & Knowledge**

5.1 Minimum of 2-3 years’ experience in Customer Service roles as middle management level in service sector.

5.2 Demonstrated record of delivering customer experience initiatives

5.3 Proven ability to deliver targets within budget and on time

5.4 Knowledge and understanding of Contractual KPIs and Performance Management Systems

5.5 Degree or Customer Service qualifications – ICS in customer experience related areas

5.6 Capabilities to include strategic thinking, effective communication, planning and execution, analytical thinking, persuasion and negotiation, along with commercial acumen.

5.7 An understanding of Change Management to assist with the delivery of the organisations requirements.