

Job Holder: Customer Experience Insight Manager

Reports to: Head of Customer Experience Strategy

Safety Status: Non-Safety Critical

Grade: PM2

Location: 134 Edmund Street (Head office)

1. Job Purpose

To create & manage effective Customer Experience (CX) insight systems and processes that drive the WMT CX strategy across all relevant internal and external operational and service delivery functions. To use data insights to identify effective interventions to ensure the service delivery is optimal and performs above the expectations dictated by agreed performance monitoring regimes. To identify areas of consideration where the CX improvement budget could be deployed effectively thus optimising CX and ROI.

2. Key Accountabilities

2.1 To monitor the delivery of the CX performance monitoring regimes to reduce the financial risk and deliver continuous improvement across the organisation, alerting the business as issues emerge. Including contributing and guiding departments to manage the supply chain to effectively deliver to CX standards

2.2 Contribute to all areas of business and CX strategy whilst maintaining effective cross functional relationships, supporting the CX Strategy Planning Manager in developing strategy,

2.3 The provision of timely and effective CX measurement and insights to enable timely interventions in order to improve performance and mitigate penalties, driving maximum customer benefits from investment.

2.4 Utilise and interrogate various sources to develop a complete data driven picture of the passenger's door to door journey

2.5 Identify important passenger segments and determine the best ways to engage with each

2.6 Create bespoke pilots and research to enhance the understanding of passengers in specific areas of interest. Developing and maintaining a deep understanding of passengers through the data. Investigating new methods of CX research & conducting market research to improve Customer Experience.

2.7 Use technologies such as dashboards and analytics to help the business visualise information and solutions, forecasting to assist drive required changes. Guide business improvements through technical enhancements.

2.8 Support the Customer Service Directors with data to drive change across their respective areas

2.9 Considers wider strategic issues when developing approach to achievement of CX targets, carrying out ad hoc modelling and analysis, whilst importing external best practice methods, to support business needs.

2.10 Jointly manage the Customer Insight & Marketing analyst, ensuring they interrogate data & act accordingly to drive change across the various functions

2.11 To obtain and interpret external data to assist with driving continuous improvement.

2.12 Guide investment through submissions to appropriate internal Boards through analysis & CX feedback

2.13 Help deliver challenging targets pertaining to customer perceptions and asset quality

2.14 Compile routine and ad hoc reports as required pertaining to NRPS, Mystery Shops, SQR, etc

2.15 Represents the organisation in both internal and external best practice forums and imports best practice to ensure WMT exceeds industry benchmarks.

2.16 Participate in the CX forums and panels to ensure the WMT CX data is communicated effectively.

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

Procurement: Ad hoc discussions, updates, reviews

5. Experience & Knowledge

5.1 Minimum of 2-3 years' experience in analyst roles at a middle management level in service sector.

5.2 Demonstrated record of delivering customer experience initiatives through data

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 equivalent qualification

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.

6. Organisation Chart

