

## Customer Feedback Manager

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**Department:** Customer and Local Services

**Section:** Making it Easy Team

**Reports to:** Head of Customer Experience

**JE Ref:** CLS110

**Grade:** CS09                      **JE Date:** 20/04/2020

### Job purpose

Centrally coordinate and analyse customer feedback across the organisation ensuring departments respond to complaints from customers and, where required, review processes to improve customer access to services.

### Job specific outcomes

- Manage the online customer feedback process and forward submissions to the appropriate department for review and action ensuring the complainant has received a satisfactory reply within the designated timescales to ensure the organisation is responsive to its customers.
- Identify and analyse patterns of complaints e.g. recurring themes and/or issues and raise these with the appropriate department to ensure a thorough review is carried out and appropriate systems/processes are put in place so that the same/similar issues do not re-occur.
- Responsible for making recommendations towards the strategic improvement plan within departmental management teams to address/highlight customer issues and themes including reasons for change, timescales and the potential return on investment to embed a continuous improvement culture.
- Establish and maintain a quality assurance programme, e.g. sampling responses to ensure customer issues are managed effectively consistent with policies and any learning is embraced.
- Gain an understanding of customer needs both at departmental and organisational level to formulate proposals and recommendations for inclusion in the department's performance improvement strategy e.g. how digital capability can improve access to services, to improve the customer journey and implement new services.
- Ensure training is in place in order that customer feedback is addressed consistently in line with SOJ policy and, where departments require support in managing a complex or sensitive customer issues, act as an expert to help manage these through to a satisfactory outcome.
- Oversee and coordinate the department's colleague recognition programme to recognise exceptional customer performance to drive improvements in the customer experience/journey.
- Report on analysis and findings across the organisation to present at corporate and departmental senior meetings to ensure customer feedback is addressed and actions are taken to meet customer expectations.
- Respond to customer concerns regarding access to services by working with departments to trial ideas and solutions to ensure they address concerns and resolve gaps in performance prior to full implementation.

- Identifies innovative solutions and shares thinking and insight with other members of the team to create business cases to support recommendations which will include process/performance impact assessment, resource impact (to deliver the improvement and any potential reductions resulting from implementation) and the financial impact in terms of any capital investment needed and/or people resource to deliver the improvement/project.
- Work alongside project teams on the implementation of new ways of working, processes or other improvements to ensure the project is delivered on time, on cost and is consistent with the aims and objectives of the project ultimately improving access to existing services and/or offering new services for customers.

### Statutory responsibilities

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

### Organisational structure



## Person Specification

### Specific to the role

As an experienced, organised and numerate researcher with an excellent attention to detail, you will have previous experience of working in research, potentially within a customer focused and operational organisation, and have the ability to present stories based on the available insight in a clear, engaging and stimulating way.

ATTRIBUTES	ESSENTIAL	DESIRABLE
<p><b>Qualifications</b> <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<ul style="list-style-type: none"> <li>Level 4 qualification in customer experience, business change, customer insight or equivalent level of experience</li> </ul>	
<p><b>Knowledge</b> <i>This relates to the level and breadth of practical knowledge required to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<ul style="list-style-type: none"> <li>Ability to interpret data and other sources of information e.g. customer complaints/feedback to understand key issues and root causes</li> <li>Expert knowledge of customer journey tools and frameworks to solve root cause issues</li> <li>Able to create business cases supporting the need for change</li> </ul>	<ul style="list-style-type: none"> <li>Practical knowledge of using other analytical tools, including statistical software e.g. Statistical Package for the Social Science</li> </ul>
<p><b>Technical / Work-based Skills</b> <i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<ul style="list-style-type: none"> <li>Expertise in handling customer feedback/complaints with the ability to give support to others in managing such issues.</li> <li>Ability to interpret data and understand key issues to create written reports for peer and senior stakeholders</li> <li>Previous experience of producing insight relevant to an operational business</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ability to create and deliver clear presentations to a wide range of parties e.g. customer forums, senior management</li> <li>• Critical thinking, prioritisation and planning skills required together with risk management to support the delivery continuous improvement projects.</li> </ul>	
<p><b>General Skills/Attributes</b> <i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<ul style="list-style-type: none"> <li>• Effective stakeholder management and influencing skills at peer and senior levels</li> <li>• Ability to build rapport in with internal and external stakeholders establishing credibility</li> <li>• Passionate about customers with the drive and energy to get things delivered and to bring people with you on that journey</li> <li>• Able to review current performance and identify ways of making improvements that enhance overall service to customers</li> <li>• Tenacious and comfortable with change</li> </ul>	
<p><b>Experience</b> <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for example a period of post-qualification experience).</i></p>	<ul style="list-style-type: none"> <li>• Experience of working in a customer facing environment</li> <li>• Experience of handling/managing customer complaints</li> <li>• Experience of engaging with senior stakeholders to influence decision making</li> </ul>	

	<ul style="list-style-type: none"><li>• Experience of implementing change initiatives that improve the customer journey/experience</li></ul>	
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### **Core Accountabilities, Attributes and Behaviour Indicators**

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 4 core accountabilities attributes and behaviour indicators.