

Customer Insight Officer

Department:	Customer and Local Services		
Section:	Making it Easy Team		
Reports to:	Head of Customer Experience		
JE Ref:	CLS111		
Grade:	CS09	JE Date:	20/04/2020

Job purpose

To provide detailed customer and market insight from a variety of complex data sets in order to direct decisions which will simplify/enhance operational processes e.g. through deployment of digital solutions, reduce operating costs, improve the customer journey creating greater customer satisfaction, enhancing the reputation of the department.

Job specific outcomes

- Carries out research and analysis to obtain a clear and evidence-based understanding of the current customer experience in relation to an aspect/s of the department's services and present findings to key stakeholders that identify opportunities for improvement.
- Reviews performance data and root cause issues to identify where rapid improvement opportunities exist taking the opportunity of implementing at pace in order to quickly improve departmental processes thereby enhancing customer experience.
- Responsible for carrying out research with colleagues and customers to gain an understanding of the causes of underperformance and / or difficulty in accessing services identifying potential solutions that improve access and the customer experience.
- Responsible for developing relationships with external organisations, public, third sector and commercial, to gain an understanding of their customer engagement strategy, formulating proposals and recommendations for inclusion in the department's business strategy e.g. how digital capability can improve access to services, improve decision-making and turnaround times.
- Works with the department's teams to trial ideas and solutions to ensure they address and resolve the performance gap prior to full implementation.
- Responsible for creating business cases to support recommendations which will include process/performance impact assessment, resource and financial impact in terms of any capital investment needed and/or people resource to deliver the improvement/project to facilitate organisation effectiveness.
- Use behavioural insight research and implementation to apply tried & tested behaviour change principles to services across the organisation. Apply principles in communications, processes and strategies to improve the customer experience whilst reducing the cost of delivering services.
- Ensures research, insight and analysis translates into clear proposals making a strong case for inclusion into the department's strategic improvement plan based on the reasons / benefits for change, timescales and the potential return on investment thereby embedding a continuous improvement culture.

- Lead or manage 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 to enable project delivery.
- Act as a subject matter expert working with other departments to understand challenge and promote customer engagement strategies seeking ways to exchange ideas and solutions that can be shared and implemented in order to provide a consistent and joined up service for customers across the States of Jersey.

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>Qualifications <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<ul style="list-style-type: none"> Level 4 qualification in business change, customer insight or customer experience or equivalent level of experience. 	
<p>Knowledge <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"> Knowledge of Excel, including data analysis and report creation/automation, including knowledge of advanced formulas and pivot tables. Knowledge of User Experience and root cause analysis methodology 	<ul style="list-style-type: none"> Practical knowledge of using other analytical tools, including statistical software e.g. Statistical Package for the Social Science Knowledge of behavioural insight and behaviour change application
<p>Technical / Work-based Skills <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"> Ability to carry out analysis and critical thinking e.g. factual, unbiased and objective evaluation of data. Ability to interpret large amounts of data and to multi-task and move at pace Able to make connections between different projects and seek out new tools and innovative ways of working. Able to make sense of complexity and tame it to 	<ul style="list-style-type: none"> Awareness and understanding of a variety of available Organisational Research Methodologies (ORM).

	<p>produce information for multiple audience types</p> <ul style="list-style-type: none"> • Ability to produce insight relevant to an operational business • Able to carry out both qualitative and quantitative research projects 	
<p>General Skills/Attributes <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"> • Confidence in working with a range of stakeholders, including senior leaders • Passionate about customers with the drive and energy to get things delivered and to bring people with you on that journey • Tenacious and comfortable with change • Ability to build rapport in with internal and external stakeholders establishing credibility 	
<p>Experience <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"> • Experience of managing research projects, both large and small, determining key insights to inform target audiences. 	

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.