



Job Description

Job Title:	Customer Experience Improvement Specialist
Directorate/Team:	Transport for West Midlands
Location:	16 Summer Lane or other site/location
Responsible to:	Senior Customer Experience Improvement Specialist
Responsible for:	0
Key working relationships: (internal)	Customer Service Team, Swift and enabling services; Technology and Insights, Learning and Development, Communications.
Key working relationships: (external)	Customers of TfWM and WMCA, public transport operators

Purpose of the Post

This role supports the delivery of high-quality frontline services by helping customer operations teams adopt improvements, stay informed, and put the customer at the centre of change.

- Support customer operations teams to deliver a consistently good customer experience
- Work with the Senior Improvement Specialist to introduce improvements into live services
- Ensure staff have clear, up-to-date customer and service information
- Coordinate the safe and effective rollout of new initiatives into the live environment
- Use insight and feedback to improve processes, ways of working, and customer outcomes

Accountabilities

The postholder is accountable for driving improvements to frontline customer services by using insight, feedback, and operational data to identify issues and opportunities that improve customer experience. Working closely with customer operations teams and the Senior Customer Experience Improvement Specialist, the role supports the effective design and delivery of continuous improvement activity and ensures that service changes, new initiatives, and products are introduced smoothly into the live environment with clear consideration of customer impact.

The postholder is also accountable for ensuring frontline teams are supported to deliver consistently high-quality service through accurate service information, up-to-date process documentation, and effective training and, coaching. This includes coordinating customer feedback and complaints learning, translating insight into practical action, and contributing to improvement and change activity that delivers agreed outcomes, supports operational efficiency, and represents good value for money within defined project resources.

Responsibilities

Strategic

- Use insight and customer feedback to identify service delivery issues and opportunities for improvement
- Scan the external environment, identify best practice, and recommend how WMCA can develop its services
- Maintain a forward-looking roadmap of key events with customer impact to support planning and resilience
- Work with the Senior Customer Experience Improvement Specialist to ensure processes and systems are regularly reviewed in line with customer feedback

People
<ul style="list-style-type: none"> Facilitate workshops with operational managers to agree and deliver continuous improvement plans Maintain a learning programme to help frontline staff stay up to date with changes and requirements Deliver product and service training, briefings, and subject-specific coaching to frontline staff Administer WMCA's preferred customer qualification programme
Operational
<ul style="list-style-type: none"> Work with customer operations teams to identify and deliver solutions that improve customer experience Manage and oversee delivery of agreed improvement workstreams, including tracking, monitoring, and reporting progress Work with internal clients and operations teams to plan and implement new requirements into the live environment Organise customer satisfaction surveys and coordinate delivery of resulting action plans Develop and maintain a service catalogue for frontline use Act as custodian of customer operations process documentation, ensuring it is accurate and fit for purpose Oversee lessons learned from complaints resolution, monitor agreed actions, and report progress to the Customer Service Management team
Financial
<ul style="list-style-type: none"> Contribute to the delivery of customer experience improvement projects by ensuring activities are planned and delivered efficiently and represent good value for money Support projects and improvement initiatives by identifying opportunities to reduce avoidable demand and improve operational efficiency
Other
<ul style="list-style-type: none"> Undertake such tasks as may reasonably be expected commensurate with the scope and level of the role

Person Specification					
Candidates/post holders will be expected to demonstrate the following:	Essential / Desirable		How Evidenced?		
Experience	E	D	A*	I*	T*
Developing and implementing new systems/processes or operating arrangements	X		X	X	X
Working in a customer operations environment	X		X	X	X
Managing multiple projects and workstreams		X	X	X	X
Managing change		X		X	
Developing, tracking and implementing action plans	X				X
Process mapping					
Identifying improvements / Efficiencies	X		X	X	X
Facilitating workshops	X		X		
Skills / Knowledge	E	D	A*	I*	T*
Training, facilitating and presenting	X		X	X	X
Customer focussed	X		X	X	
Problem solving / creating solutions / opportunities	X		X	X	X
Excellent communication skills for all levels stakeholders	X		X	X	

Excellent IT skills		X	X		
Prioritisation, working to deadlines and standards		X	X		X
Customer Operations practices	X		X	X	X
Project and change management approaches		X	X	X	
Qualification / Education / Training	E	D	A*	I*	T*
Educated to degree level or equivalent		X	X		
Project Management		X	X		
Change Management		X	X		
NVQ or equivalent in Customer Service		X	X		

*Key: A = Application, I = Interview, T = Testing/Assessment

Core Expectations	
Health, Safety & Wellbeing	All employees have a duty to take reasonable care for the health, safety, and wellbeing of themselves and of other persons who may be affected by their acts or omissions at work; and co-operate with their employer so far as is necessary to enable it to successfully discharge its own responsibilities in relation to health, safety, and wellbeing.
Equality & Diversity	Promote and champion equality and diversity in all aspects of the role.
Learning & Development	Participate in and take responsibility of any learning and development required to carry out this role effectively.
Performance Management	Actively engage in the performance management process and take responsibility for managing performance outcomes.
GDPR	Ensure the reasonable and proportionate protection, processing, sharing, and storing of WMCA information in accordance with the relevant legislation, corporate policies, and in the best interests of the data subjects (Data Protection/GDPR), the WMCA, our partners, and the West Midlands, in all aspects of the role.
Adherence to Policies	Be aware of and comply with all organisation policies.
Matrix Working	Work in a matrix way when required by actively collaborating across traditional boundaries—such as directorates, functions, or geographic areas—to achieve shared goals. Depending on your role, you may contribute to multiple projects or workstreams, often working alongside different teams and leaders.
Business Continuity	All staff should actively participate in business continuity training and exercises when required, ensuring they understand and follow business continuity plans and procedures to maintain organisational resilience during disruptions.
Other	There may be a requirement to work outside normal office hours on occasion, including a requirement to work within stakeholder and partner offices within the WMCA constituent area on a regular basis.

Values		
Our culture is underpinned by what we do and how we do it. Our behaviours outline the ways we need to work to deliver success, become truly inclusive, and make the organisation somewhere where everyone can give their best contribution.		
Value	Competency	Behaviour
Collaborative	Team Focussed	Works as part of team, managing and leading.

	Service Driven	Customer, resident, and partner focussed.
Driven	Empowered & Accountable	Takes ownership and leads when needed.
	Performance Focused	Ambitious and going the extra mile.
Inclusive	'One Organisation' Mindset	Believe in each other's expertise.
	Open & Honest	We do what we say we are going to do.
Innovative	Forward Thinking	Embrace change and open to new possibilities.
	Problem Solving	Go for clear and simple whenever possible.

Additional Post Requirements

Politically Restricted Post		Disclosure and Barring Service (DBS)				Vetting	
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Basic <input type="checkbox"/>	Standard <input type="checkbox"/>	Enhanced <input type="checkbox"/>	None <input checked="" type="checkbox"/>	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

Job Evaluation Details

Date Evaluation Agreed	JEP Reference	Grade	Job Family