



Job Description

Post Title:	Customer Experience Improvement Specialist
Directorate:	Integrated Transport Services
Reports to:	Senior Customer Experience Improvement Specialist
Direct Reports:	0
Salary Band:	SP 29-33

Key Relationships:

The diverse nature of the role involves working with a variety of colleagues in teams across the Combined Authority.

Role Purpose

This role offers a real opportunity to make a difference to the way WMCA delivers frontline services. Working closely with the Senior Improvement Specialist, our Customer Experience Improvement Specialist will help ensure that our customer operations teams are supported to deliver the best possible customer experience. With a clear focus on our people, the postholder will help staff stay up to date with relevant customer information. When new initiatives are launched our Customer Experience Improvement Specialist will be at the forefront of organising how these are best delivered into the live environment – putting the customer at the heart of this planning. Taking an insight led approach, the postholder will work with the wider teams to optimise processes, refine ways of working and develop action plans that deliver tangible customer benefits.

Responsibilities

- Drawing on a wide range of insight and customer feedback, identify service delivery problems and opportunities to improve frontline services.
- Work with the customer operations teams to identify solutions and targeted initiatives that deliver better customer experiences.
- Facilitate workshops and create and manage effective continuous improvement plans with operational managers that deliver the required outcomes.
- Oversee the delivery of agreed workstreams by tracking, monitoring and reporting on the progress of agreed improvement plans.

- Work with internal clients to understand their requirements for customer service support and working with the operations team, plan for the implementation of such requirements into the live environment (for example launch of a new Swift product or a consultation exercise on environmental policy).
- Maintain a roadmap of key events with customer impacts including product launches, system updates and external events so that peaks in demand are understood and adequately planned for to ensure customer experience is maintained throughout.
- Organise customer satisfaction surveys and working with the wider team, develop, coordinate and oversee delivery of resulting action plans.
- Develop and maintain a service catalogue that can be used by frontline colleagues to answer customer queries, ensuring content is relevant, up to date and easy to use.
- To act as the custodian of customer operations process documentation, ensuring operating methods are accurately captured and fit for purpose.
- Work with the Senior Customer Experience Improvement Specialist to ensure processes and systems are regularly reviewed, considering customer feedback.
- Maintain a learning programme to support front-line staff stay in remaining up to date with key changes and requirements, seeking out innovative ways to best engage.
- Deliver product/service training and briefings and support the continued development of front-line staff through coaching on specific subjects.
- Responsible for administering WMCA's preferred customer qualification programme.
- Oversee the Lessons Learned from complaints resolution, monitoring agreed actions and reporting on progress to WMCA's Corporate Management Team.
- Scanning the external environment, identifying best practice, and making recommendations on how WMCA can develop its services.
- To carry out any other duties as required which are appropriate to the work of Customer Experience and which are commensurate with the responsibility and grade of the post.

Person Specification

Experience	<i>Please specify (X) whether the experience required is Essential (E) or Desirable (D)</i>		Assessment Method		
	E	D	App* *	Int**	Oth er***
Developing and implementing new systems/processes or operating arrangements	X			X	
Working in a customer operations environment	X		X		
Managing multiple projects and workstreams		X		X	
Managing change		X	X		
Developing, tracking and implementing action plans	X			X	
Process mapping and identifying improvements		X	X		

Skills/Knowledge/Abilities	E	D	App	Int	Other
Training, facilitating and presenting	X			X	
Customer focussed	X		X		
Problem solving / creating solutions / opportunities	X			X	
Excellent communication skills for all levels stakeholders		X	X		
Excellent IT skills		X	X		
Prioritisation, working to deadlines and standards		X		X	
Customer Operations practices		X	X		
Project and change management approaches		X	X		
Qualifications/ Professional Memberships	E	D	App	Int	Other
Educated to degree level or equivalent	X		X		
Project Management		X	X		
Change Management		X	X		
NVQ or equivalent in Customer Service		X	X		

* Application

** Interview

*** Details will be shared at interview stage

Core Expectations

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 Focused	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.

Health and Safety

All employees have a duty to take reasonable care for the health and safety 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 and safety.

Equality and Diversity

To promote and champion equality and diversity in all aspects of the role

Learning and Development

To participate in and take responsibility of any learning and development required to carry out this role effectively.

Performance Management

To actively engage in the performance management process and take responsibility for managing performance outcomes.

GDPR (General Data Protection Regulation)

To 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.

Other

There may be a requirement to work outside normal office hours on occasion to meet work deadlines, give presentations, attend meetings etc., including a requirement to work within stakeholder and partner offices within the WMCA Constituent area on a regular basis