

Role Profile

Role:	Customer Experience Insight Officer
Directorate	Customer
Salary Band:	7
Post reference:	CAF27
Job Evaluation Date:	n/a
Role statement of purpose:	The Customer Experience Insight Officer has a vital role in influencing and facilitating the application of customer and travel data, and the design of operational processes, to improve the customer experience and to encourage more sustainable travel behaviour. This will help deliver against the Right Mix objectives set out in the Greater Manchester Transport Strategy 2040. The collaborative role will ensure customer-focused interventions are evidence led and supported by robust processes.
Reports to:	Right Mix Development Manager

	Key Role Outputs (KROs) <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions <i>These set out how the KROs will be achieved – the activities required.</i>
1.	Lead on scoping and commissioning user research to help understand customer experience and its relevance to achieving GM's Right Mix targets, as part of the emerging Customer Experience Design and Delivery Process.	<ul style="list-style-type: none"> • Make proposals and develop cases for additional user research to inform interventions which improve the customer experience, and/or monitor their impact, based on mapping out customers' journey experiences and understanding behavioural attitude; • Lead the development of appropriate research briefs to provide additional customer insight; • Work with the TfGM Insight teams and User Researchers to compile and commission an evidence base of operational, customer and market research to support the case for effective interventions aimed at achieving Right Mix targets.
2.	Create compelling cases for change based on operational and customer insight	<ul style="list-style-type: none"> • Working innovatively with the Insight Team and User Researchers, commission, analyse and interpret operational, market segmentation and customer feedback and experience (including customer journey mapping) data to produce and present insights and key trends; • Collaborate with colleagues to use this insight to challenge practices, propose new, or adapt existing

		<p>planned, interventions, owned within functional areas, to better achieve Right Mix targets;</p> <ul style="list-style-type: none"> • Support the development of an assessment framework to prioritise customer experience initiatives in the context of achieving the Right Mix.
3.	<p>Lead in the provision, and support use, of frameworks and practical tools to ensure interventions and programmes are led by evidence on customer experience, behavioural insights and contribution to Right Mix targets.</p>	<ul style="list-style-type: none"> • Evaluate operational and customer data to inform the development of Right Mix interventions; • Lead decision making conversations about which suggestions and interventions should be prioritised by working with Customer and Strategy colleagues to develop frameworks, including those within the Customer Experience Design Process; • Continually review frameworks and practical tools to ensure they continue to be fit for purpose; • Develop, and assist operational colleagues in the use of, processes to assess the likely impact of interventions on our strategic objectives; • Support the organisation in making decisions about which proposed interventions are likely to deliver the best strategic benefit.
4.	<p>Ensure an approach and practical tools are in place to monitor and evaluate interventions to understand and demonstrate their value and impact on achieving a good customer experience and Right Mix targets.</p>	<ul style="list-style-type: none"> • Lead the design and implementation of the monitoring and evaluation elements of the Customer Experience Design Process (including KPIs and defining success measures for interventions under consideration) to ensure interventions are achieving a good customer experience and Right Mix, including; • Working with Insight Team and Strategy colleagues, define the 2040 Strategy kpis and subsidiary metrics that will allow TfGM to understand if its interventions are improving the customer experience, and produce a populated baseline scorecard for the above measures; • Support Strategy and Portfolio colleagues to develop organisational wide adaptive planning processes for monitoring, evaluating and reporting progress towards a good customer experience and Right Mix to stakeholders at all levels.
5.	<p>Track, and react to progress of, customer experience and Right Mix KPIs and evaluation results to ensure interventions are delivering against their targets</p>	<ul style="list-style-type: none"> • Identify any areas of the customer experience or Right Mix under-performance which may need addressing, and raise through the appropriate governance structure (eg Pillar groups, as part of the adaptive planning process;

		<ul style="list-style-type: none"> Identify any areas of good performance of interventions and raise with Development Officer as potential case study examples.
6.	Strong relationships and collaborative approach with internal and external stakeholders	<ul style="list-style-type: none"> Collaborate with TfGM stakeholders to collectively define and champion the associated benefits for Customer Experience and a Right Mix, particularly colleagues in Strategy, Portfolio, and operational areas, and with carbon, equalities and inclusion agendas; Develop relationships with the wider GM family to ensure external data and insight feeds into the development of customer experience and Right Mix interventions; Communicate the results of relevant analysis and evaluation to stakeholders by various channels including the production of periodic dashboards and ad-hoc reports.

	Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions <i>These set out how the COs will be achieved – the activities required</i>
C1	Comply with all applicable organisational legislation and policy:	<ul style="list-style-type: none"> Dignity at Work policy Information assurance and security Risk management PCI DSS GDPR TfGM policies and procedures Equality and diversity legislation TfGM Vision & Values Act in accordance with TfGM's behaviours and competencies Transport Acts 1985, 2000 and 2008
C2	Any other reasonable duties as required from time to time	

Key Interdependencies

Key Contacts	<ul style="list-style-type: none"> This is a cross cutting role which will support colleagues across the organisation and the wider GM family at all levels Close working will be required with the Insight team and Strategy analysts
Direct reports	N/A
Budgetary responsibility	Tracking any associated spend associated with intervention development and monitoring and reporting
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG

Office Use Only	Updated	Updated	Updated	Updated	Updated
Created by					
Sean Dyball 21/10/2020	Julian Ashworth 21/12/2021				



Customer Experience Insight Officer <i>(Knowledge, skills and experience required at selection stage)</i>	
E	Essential Experience:
E1	Experience of obtaining and analysing user experience, market and travel data, using best practice, numerical and analytical tools and techniques, to produce useable insights and propose change
E2	Significant experience of designing and using systems to track and report KPIs and benefits of interventions linked to organisational objectives
E3	Significant experience in preparing and delivering reports, briefings and updates to recognised quality standards within agreed timescales for a variety of audiences
E4	Experience in influencing multiple colleagues and stakeholders
E5	Significant experience of developing, prioritising and evaluating customer-focussed interventions that are evidence led
E6	Experience of commissioning research, including writing research briefs
E7	Experience in tracking cross organisational delivery plans to demonstrate value
E8	Experience of working on innovative programmes to embed changes in approach and working practices within an organisation
E9	Significant experience of working collaboratively with multiple colleagues and stakeholders to achieve a collective outcome
D	Desirable experience:
D1	Demonstrate knowledge of the public sector relevant process, regulatory framework, and statutory duties
D2	Experience of working within a team to deliver collective goals
D3	Experience of working with a transport and/or highway authority and/or public transport operator
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	Educated to Degree level.
EA	Essential Attributes:
EA1	Excellent and effective written and verbal communication and influencing skills, adapting the style of communication as necessary to meet the needs of all stakeholders.
EA2	Self-motivation, enthusiasm and personal drive to reliably complete tasks to required timescales and quality standards.
EA3	Flexibility and resilience to adapt to changing workload demands, uncertainty and new organisational challenges.
EA4	Customer oriented empathy and listening skills
EA5	Positive about sustainable transport, public services and ticketing
EA6	A clear understanding of TfGM's stated values and behaviours and the ability to apply those behaviours when working with and managing others. Personal behaviour that is in line with the TfGM statement of values and behaviours
EA7	Able to work effectively on own and within part of a team
EA8	Able to build constructive and productive working relationships with a variety of colleagues
EA9	Thorough, with close attention to detail, producing work of high quality