

ROLE PROFILE

Job Title: Customer Insight Analyst	Role Reports to: Customer Insight Manager	Business Function: Customer Insight & Experience	Grade: E
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Job Purpose: Support the provision of quantitative and qualitative, high level strategic actionable insight, using multiple data sources to produce reports and recommendations to provoke thought leadership to deliver improvements to both the customer journey and commercial efficiencies.	Key Competencies: <ul style="list-style-type: none"> • Commercial Focus • Flexibility & Resilience • Gathering & Seeking Information • Interpersonal Understanding • Meeting Customer Needs • Problem solving & decision making • Results Focused
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Key Responsibilities:

1. Inform and support the Customer Insight function through effective performance reporting and analysis across Your Housing Group.
2. Bring the voice of the customer to life, monitoring trends and providing insight and reporting using big data sets from multiple sources internally and externally to help shape and build the customer proposition, improve the customer experience and drive service improvement and meet Your Housing Group strategic aims.
3. Assist the development of statistically valid customer feedback through surveys, complaints and any/all other channels to meet the insight needs of Your Housing Group. Analyse customer demographics, satisfaction, behaviour and effort across all areas of service using a range of survey & insight methods, as required.
4. To research external sources of information to support/quantify/benchmark in-house data as required.
5. Development of a customer and housing propensity models to become proactive in understanding our customer needs.
6. Advise on Your Housing Group's approach to customer insight by maintaining a good awareness of sector good practice and regulatory requirements.
7. Work with the Customer Insight Manager to engage with key stakeholders across all YHG, individuals and team, fostering a culture of continuous improvement and transformational change.
8. In liaison with the Customer Insight Manager and customer experience team, develop reports that deliver insights and deep dives into effective evidence-based recommendations to support with decision making for the Executive Leadership Team (ELT), Strategic Leadership Group (SLG), Directors, Managers and Teams.
9. "Data storytelling" - Present data insights using, data, visuals and narrative in a way that resonates with the audience/support operational managers and staff teams in the effective interpretation of insight data.
10. Provide detailed and concise customer insight data for inclusion within insight reports and regular manager/team/board reports as required.
11. Produce accurate, reliable statistical and written reports in relation to performance and customer and market insight.
12. Undertake additional duties appropriate to the role and/or grade.

	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Excellent understanding of analytical methodologies and skills, with the ability to uncover important insights from a range of different data sources. • Detailed knowledge of customer satisfaction programmes and methods for measuring customer satisfaction (i.e. Net Promoter Score - NPS). • Knowledge and understanding of breaking down a customer journey. • A general awareness of performance monitoring and targets. 	<ul style="list-style-type: none"> • Understanding of Housing Associations & housing management systems. • Understanding of performance requirements in the housing sector.
Skills	<ul style="list-style-type: none"> • A strong strategic thinker, highly numerate and analytical with a commercial track record. • Excellent IT skills, including advanced knowledge of Microsoft Excel, Power BI and equivalent analytical applications. • The ability to build strong working relationships with both internal and external stakeholders through excellent communication. • Commitment to the social aims and values of the organisation. • Ability to translate complex data and insight into relevant and meaningful presentations that are easily digestible to the target audience. • Understanding of Modelling methodologies to build clear customer profiles. 	<ul style="list-style-type: none"> • Evidence of continuing professional experience and/or further qualification. • Solid understanding of coding languages such as VBA, SQL, DAX, Python R.
Experience	<ul style="list-style-type: none"> • A strong background in Customer Insight and Customer Experience. • Previous experience in qualitative and quantitative research. • A demonstrable track record of using insight to shape continuous improvement and overall business strategy. • Experience of setting up feedback surveys across a customer journey and translating the results into actionable insights. • Experience in creating dashboards and summarising key KPIs, preferably having worked in commercial organisations in the past. 	<ul style="list-style-type: none"> • Experience in same or similar role.
Qualifications/Education	<ul style="list-style-type: none"> • Educated to A-level standard or equivalent including statistical or mathematical subjects. • Industry (relevant) qualifications. 	<ul style="list-style-type: none"> • Six Sigma qualified or understanding of lean methodologies. • Degree level qualification in a statistical subject

People Management Responsibility?	This role has no line management responsibility.
Budgetary Responsibility?	This post has no budgetary responsibility
Key Relationships (internal/external)	This role will require working closely within a team and managing internal and external business/key stakeholders across all of YHG.

Safeguarding of Children Young people and Vulnerable Adults

Your Housing Group is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment.

As a Your Housing Group employee, it is your responsibility to attend safeguarding training in accordance with YHG safeguarding training strategy and to be aware of and work in accordance with the YHG safeguarding policies and procedures and to raise any concerns relating to such procedures which may be noted during the course of duty.

Key Role Performance Indicators

1. Provide insightful and statistically correct, Monthly 'Customer Insight & Experience Report' outlining: -
 - i. Work undertaken.
 - ii. Insights gained/delivered.
 - iii. Recommendations made.
 - iv. Changes/continuous improvements implemented or impacted.
 - v. Benefits realised.
2. Deliver one 'Deep Dive/Customer Insight' per month to consistently improve and build the customer experience and service proposition.
3. Achieve a minimum Customer Satisfaction Score of 85% (satisfaction survey delivered quarterly to key stakeholders for insight/ feedback/ improvements).

As this is a new role profile, these KPI's will be reviewed quarterly to ensure they are fit for purpose in driving high performance.

Date Role Profile Created/Updated:	February 2019
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