

## Job Description

<b>Job Title:</b>	Customer Insights Analyst	<b>Department:</b>	Commercial and Customer Experience
<b>Salary Range:</b>	Competitive Salary	<b>Location:</b>	Cardiff – relocating to Pontypridd by 2020
<b>Contract Type:</b>	Permanent	<b>Welsh Language Skills:</b>	Desirable
<b>Pattern of Working:</b>	Full time. Applications from candidates interested in alternative work patterns will be considered; however, business needs may place limitations on the arrangements offered.	<b>Security Clearance:</b>	Appointment is subject to the successful completion of a Disclosure and Barring Service Basic level of security vetting (as the minimum standard).

### Purpose of Post

Transport for Wales (TfW) is the not-for-profit company driving forward the Welsh Government's vision of a high-quality, safe, integrated, affordable and accessible transport network in Wales. Our mission is to 'Keep Wales Moving' by providing customer-focused service, expert advice and infrastructure investment.

TfW operate rail services across Wales and into parts of England, whilst being actively involved in increasing connectivity across all modes of transport in the country. The Commercial and Customer Experience team provide leadership in the company for supply chain (including policy, contracting and contract governance), commercial growth (growing our existing and new business), integrated transport and customer experience across the TfW network.

The Customer Insights Analyst will work within colleagues across the Customer Experience team to develop and improve customer insights on our service proposition. Utilising a range of digital data, face to face interactions and other sources of information, the Customer Insights Analyst will create clear insights for use by the team (and the wider TfW teams) to inform decision making and performance analysis.

The Customer Insights Analyst will work closely with the TfW Rail Services team, collaborating to build high quality information sources, before translating insights into a clear picture for both companies. Reporting to the Head of Customer Experience, the Customer Insights Analyst will play a key role in scoping the methodology, processes and systems for customer insight. They will balance the use of quantitative and qualitative data to build insights and understand how to interrogate information to build a clear picture.

Alongside the digital data capture, the role will be actively involved in developing face to face engagement activities – working with colleagues to run group consultation and engagement work around our operations.

**Role and Responsibilities:**

- Support the Head of Customer Experience with the development of a customer insights approach.
- Develop and manage external data sources used in insight work, maintaining an accurate database of information and insights.
- Work with the wider Customer Experience team and TfW Rail Services to identify digital insights systems (such as through the use of digital engagement platforms) for use by the business.
- Manage and interrogate insights from digital platforms to provide a clear view of customer views and satisfaction.
- Work with the Head of Customer Experience to identify measures of satisfaction and dissatisfaction amongst customers.
- Provide routine insight reports to the business surrounding customer satisfaction and dissatisfaction, including the provision of supporting commentary.
- Work with the wider teams to provide ad hoc insights on customer opinions.
- Support the Head of Customer Experience and Customer Experience Manager with the creation and leadership of face to face customer engagement forums.
- Support the delivery and embedding of a customer focused culture and the related programme of work from concept to reality.
- Advise colleagues and suppliers on where, how and why to implement improvements, outlining key requirements, processes and continuous improvements.
- Support the development of customer experience propositions and improvements plans in other modes of transport as designated.
- Work with senior stakeholders and third-party suppliers to research and understand the current environment and opportunities for change.
- Work with the Customer Experience and the Communications teams to promote the sharing of best practice through effective internal and external communication, training and coaching.

- Through research, analytics and insight, develop and represent the voice of the customer throughout the company and its suppliers and partners.
- Ensure that Transport for Wales remains compliant with relevant changes in legislation and best practice.
- Understand the financial position of the company and the wider economy, and ensure that value for money is achieved when delivering services.
- Maintain own professional development and stay abreast of regulatory changes and developments in best practice.
- Undertake any other duties as required commensurate with the role and grade.

### **Knowledge, Skills, Qualifications and Experience**

#### **Essential:**

- Experience of using quantitative and qualitative data sources to analyse and assess performance and change.
- Experience of working with data in a service delivery industry (including but not limited to retail, hospitality or rail/air transport).
- Able to develop insights approaches to answer broad business questions.
- Able to interpret and effectively communicate information and data to colleagues and stakeholders.
- Comfortable developing and leading customer insights engagement sessions (such as public consultation groups).
- Strong analytical skills – able to assess different data sources and provide narrative and views on emerging patterns.
- Demonstrable experience of engaging and developing effective working relationships with a range of internal and external customers and stakeholders.
- Ability to operate across multiple business levels from executive level to frontline, with the ability to effectively engage with customers.
- Demonstrable experience of planning, prioritising and consistently delivering work to a high standard and by the required deadline.
- Demonstrable experience of working well under pressure and of thinking creatively, solving problems and working flexibly whilst managing competing priorities in a high profile, challenging and fast-moving company.
- Clear, considered and timely decision-making skills, with the ability to analyse a situation quickly, consider the risks and opportunities and create solutions for overall business benefit.
- Demonstrable experience of engaging and developing effective working relationships with a range of internal and external customers and stakeholders.

- Demonstrable experience of working collaboratively with all parties to deliver a range of business outcomes.

**Desirable:**

- Demonstrable knowledge of best practice customer experience methodologies and initiatives.
- Experience of working with customer insights data within a related industry
- Knowledge and experience of the transport industry.
- Experience of working with the public sector.
- Welsh Language skills:
  - Reading: full understanding of all work-related material
  - Spoken: fluent
  - Understanding: can understand all work-related conversations
  - Written: can prepare written material for all work-related matters

**Development Opportunities**

This post offers the opportunity to develop a wide range of skills in an exciting period of development of the transport network in Wales. There will be opportunities to be involved in high profile meetings and events, and work with key internal and external stakeholders. This is an emerging role which the post holder will have the opportunity to influence.

**How to Apply**

The application process for this role is being handled by our recruitment partner (TMP). To apply for this role, please visit our [recruitment portal](#).