

Senior Customer Experience Analyst

Directorate: Customer and Performance	Department: Customer and Communications
Position Number: BCP49	Band/EA Classification: Band 7
Reports To: Customer Experience Strategy Lead	Direct Reports: Nil

What we trust you to deliver

The Senior Customer Experience Analyst will provide data-driven customer insights and identify opportunities to improve Council's service delivery. You will love gathering, interpreting and using data from multiple sources to develop compelling customer stories that provide a deep understanding of our customers' needs and experience to drive better performance. You will achieve success through sharing data insights and analysis with stakeholders, embedding the use of this data within decision-making processes and driving initiatives aimed at improving service delivery for customers.

What you will need to thrive

- Strong interpersonal and communication skills, with experience in sharing customer stories to engage key stakeholders and provide recommendations to senior management.
- Demonstrated skills in the collection and analysis of customer metrics, and the ability to develop reports to communicate insights and advocate for the customer to internal stakeholders.
- A working knowledge of contemporary tools and methodologies for creating actionable customer insights such as Power BI, Google Analytics, SQL, CRM and telecommunications software.
- Experience gathering data requirements, understanding needs and the critical-thinking skills to translate into defined project parameters, preferably with experience in an agile environment.
- Demonstrated experience writing and developing business case documentation.
- A passion for building empathy with our customers and sharing their lived experiences with our services.
- Demonstrated ability to foster positive relationships across multiple business areas, collaborating to determine metrics and goals to measure service performance.
- Demonstrated ability to apply strategic thinking, framing customer problems to be solved and defining project success criteria.

What success looks like

1. Lead the collection, maintenance and analysis of customer experience performance data against key metrics across Council.
2. Use data to proactively identify opportunities and drive on-going improvements to improve overall customer experience.
3. Embed within business areas to understand internal processes and provide recommendations on how they can be shaped to optimise the customer journey and improve the customer experience.
4. Plan, organise and facilitate workshops, interviews and other customer data gathering activities.
5. Provide recommendations for action based on data in easily understandable and engaging ways.
6. Directly engage and influence stakeholders with your ability to craft compelling stories through insights and analysis.
7. Set up and maintain data visualisation dashboards to aid accurate reporting of customer experience performance.
8. This role may also be required to carry out other such duties as are within the limits of the employee's skills competence and training.

The expertise you bring (including qualifications and experience)

- Degree or diploma with several years' relevant experience or formal qualifications with extensive relevant experience.
- Strong analytical capability, including a demonstrated ability to interpret data and communicate to all levels within an organisation, through a meaningful, tailored, approach.

Key capabilities

Nimble learning	Collaborates	Cultivates innovation	Strategic mindset
Persuades	Drives results	Manages complexity	Builds networks

OHS, Risk Management, Equal Opportunity, Child Safe Standards and Charter of Human Rights

- Adhere to Council's Health and Safety, equal opportunity and risk management policies, plans and procedures as well as act in accordance with the Charter of Human Rights.
- Demonstrate and promote workplace behaviours that does not discriminate, bully or harass.
- Cooperate with any reasonable, lawful instruction to comply with relevant legal requirements.
- Adhere to policies and procedures to prevent injuries to people and damage to assets and property including reporting of these matters.
- Take reasonable care for your safety and the safety of others who may be affected by your actions or omissions.
- Promote positive mental health and wellbeing within your team and work towards the prevention of mental health injuries and illness in workplace.

- Ensure a child safe environment and contribute to a culture of child safety by fulfilling the requirements and responsibilities outlined in legislation, including the Child Safe Standards, Reportable Conduct Scheme and Council’s Child Safe Policy and Procedures.

Who you will work with:

Internal:	External:
<ul style="list-style-type: none"> • ICT, Communications, Customer Service, Strategy and Transformation, Chief People Office • Subject matter experts and service owners • All Council staff 	<ul style="list-style-type: none"> • Customers/residents • Vendors • Consultants • Contractors • Suppliers

Accountability and extent of authority

- Own and maintain all aspects of the customer experience analytics function, including data collection, analysis, development of dashboards and custom reports, and reporting against Council’s performance on a range of key metrics to identify improvement focus areas.
- Contribute to policy development, , including identifying success criteria and prioritising initiatives that improve customer experience and drive efficiencies; quality of work can have significant effect on clients or groups
- Advocate for data-driven decision making, building capability across the business to understand customer needs and priorities, and how Council can better meet these to improve customer experience.
- Provide specialist advice and insight to the business to maximise Council’s investment in digital platforms and to support the achievement of organisational priorities.
- Use analytical and investigative skills when contributing to policy formulation and development, as required.
- Lead the development of policy, procedures and standards for customer experience and the design, development and delivery of new digital services.
- Freedom to act is prescribed by a more senior position

Judgement and decision making

- Collaborate and apply sound judgement to establish criteria and processes for prioritising the design, development and delivery of new initiatives.
- Draw on contemporary practice and experience to analyse data/issues from different perspectives and assist in the delivery of practical solutions to deliver strategic objectives.
- Apply strong analytical and problem solving skills and behavior change theories to initiate and develop solutions inclusive of analysing and reengineering back end procedures and processes to improve the customer experience and support digital adoption.
- Guidance is not always available within the organisation.
- Maintain the strictest confidentiality of sensitive information acquired within role.
- Make rational and sound decisions based on evidence, facts and insights, considering possible alternatives.

- Work may involve identification and analysis of an unspecified range of options

Specialist Skills and Knowledge

- Ability to research, reference, analyse and interpret multiple intelligence sources then translate into actionable insight and intelligence to advocate for the voice of the customer.
- Proficient in the application of theory or best practice in search of solutions to new problems or opportunities.
- Ability to synthesise and present information in an appropriate manner for a range of stakeholder needs.
- High level of proficiency with software applications including spreadsheets, databases, SQL, dashboards and presentation tools.
- Ability to use data and insights to drive digital engagement and improve customer experience.
- Ability to plan, organise and facilitate workshops, interviews and other customer data gathering activities.
- Experience briefing and overseeing specialist research and analytics vendors
- Analytical and investigative skills in policy formulation
- Understanding of organisational values, and the legal and political context

Interpersonal Skills

- Present the results of your investigations to senior stakeholders across the business, gaining strategic business buy-in to ensure your recommendations are rolled out into operation.
- Represent Council to the community and positively engage a diverse range of residents and customers for research activities.
- Apply emotional intelligence and an open mindset to constructively challenge the status quo and to persuade and gain cooperation of all levels of management, staff and customers.
- Positively engage multiple stakeholders to negotiate and resolve complex problems for the benefit of customer experience and business efficiency.
- Apply leadership skills to motivate and develop other employees.
- Establish and maintain effective working relationships and collaborate effectively with all levels of management, staff and customers.
- Excellent written and verbal communication skills are required, with the ability to clearly and confidently convey or present complex information and ideas to people with no or minimal technical background or understanding.
- Liaise with counterparts and subject matter experts in other organisations to discuss specialist matters to resolve intraorganisational problems.

Management skills

- Proven experience setting clear and achievable performance outcomes, developing staff and setting people up for success in current and future roles.
- Apply superior emotional intelligence and leadership skills to understand and motivate people and ensure milestone and project delivery.
- Take responsibility for the performance, learning and development of self and the team. Operate within relevant legislation and Council policies, procedures and reporting requirements.

- Allocate and manage resources to achieve program objectives, despite conflicting pressures.
- Apply strong forward planning skills to schedule, progress and strategically manage projects and influence others to meet organisational deadlines and expectations.
- Implement personnel policies and practices including the Enterprise Agreement, EEO and OH&S policies, Code of Conduct, recruitment and selection procedures and techniques, position descriptions and staff development schemes.

About Knox

Making a difference to others and our community is at the heart of everything we do at Knox. Future Ready Knox connects our vision, aligns our purpose with values, strategy and people experience. We all have an important role to play, in working together we will achieve all we aim for and more.



Our Values

Our values are the foundations to our success and culture at Knox. They represent what we stand for, inspire us to bring our whole selves to work and create a shared understanding to align the way we work with our vision and purpose.



Make a
difference daily



Inspire and
facilitate success



Think big
act bold



Do what is right
(not what is easy)

THRIVE: Our Future Ready Knox Strategy

The world we live in is changing, placing ever more focus on people and what it means to be human.

It is time we reimagine the future of work and adapt how we lead our changing business, so we evolve and remain purposeful for our residents, our community and our City. We all have capacity to adapt and evolve. It is through harnessing our changing skillsets and mindsets, and working and learning together that we will bring out the best in each other and create a future we can all feel good about.



Adaptive future

We will pursue the future with a clear strategy of excellence and service. We will never stop learning and growing. We will be a resilient, adaptable and sustainable workplace comprised of thriving people working together to fulfil our core purpose: empowering our diverse community to thrive and prosper.

Evolving culture

We strive to be an agile organisation built on a foundation of psychological safety and trust in our leaders, our teams and ourselves. We will be defined by our love of learning, innovation and growth. We will be led by wholehearted humans who bring out the best in our people and drive collective ownership of our vision, strategy and values. This will ensure we respond, adapt and thrive in a rapidly changing world.

Flexible workplace

We will thrive in our inclusive and connected workplace, defined by flexible practices and spaces, and enabled by new technologies and business intelligence. These will support our people to explore and adopt new ways of thinking, learning and working that ultimately deliver greater value to our community.

Thriving people

We will be defined by our resilient, diverse and capable people and will support them to keep growing and leveraging their passions, talents and skills. We will improve the ways we engage and communicate, embrace productive conflict and hold each other accountable for our commitments. We will harness our collective potential to make a difference and create a future we can all feel good about.

Please refer to our website www.knox.vic.gov.au for more information about Knox City Council.