

Member Experience Lead

Velocity Frequent Flyer and Virgin Australia goals

Australia's Favourite Airline Group. Leading through loyalty – customers, partners and community

1. Capitalise on growth business opportunities
2. Drive yield enhancement
3. Business cost efficiency program
4. Optimising the balance sheet
5. Set a new standard in customer experience
6. Develop our people to their full potential

Location	Sydney or Brisbane		
Department	Technology & Operations	Division	Velocity Frequent Flyer
Group	Velocity Member Services	Direct Reports	2
Reports to	Manager, Loyalty Operations and Member Services	Manager once removed (MOR)	Manager, Loyalty Operations
Role Scope	2A	Created / Updated	November 2018

Role Summary

The Velocity Member Experience Lead is responsible for member experience outcomes of the Velocity Membership Contact Centre (MCC), including all processes, policies and quality/customer satisfaction outcomes across the various departments that make up the MCC. The role has ultimate oversight of process development, MCC decision-making authority, training, quality, fraud and complaint handling processes. An important element of the role is using member feedback and data to drive continuous improvement initiatives. The Member Experience Lead will work in conjunction with our Workforce Manager to manage our key outsourced and internal operational partners to ensure that all KPI's and budgets are met. The role will also have cross functional engagement accountabilities, representing the MCC with new partner / new initiative planning, as well as working with the Virgin Guest Contact Centre (GCC) on shared initiatives.

Accountabilities and Key Metrics

Accountability	Major Activities
1. Financial	<ul style="list-style-type: none"> • Ensure delivery of expected Member Experience KPI's in Velocity Membership Contact Centre within agreed budget. • Financial inputs (attrition, training, speed to competency, tool utilisation) of outsource contracts with BPO's • Financial inputs of MCC new initiatives and program changes
2. Strategic	<ul style="list-style-type: none"> • Ensure MCC service delivery is in alignment with Virgin Australia and Velocity brand values and behaviours • Ownership of MCC growth planning and change initiative planning • Serve as an SME for the Velocity program & member benefits across the organisation
3. Customer/Member	<ul style="list-style-type: none"> • Ownership of quality measurement, customer satisfaction and Net Promoter Score outcomes across all MCC departments

Accountability	Major Activities
	<ul style="list-style-type: none"> • MCC service handling policies and decision-making authority across the various MCC roles • Complaints handling policies, processes and outcomes
<p>4. People</p>	<ul style="list-style-type: none"> • Prioritise work and resource allocation • Drive and improve team engagement, fostering a positive, supportive, collaborative and proactive work culture. Support outsourced business partner in their employee engagement initiatives • Provide coaching, mentoring, development and training opportunities for direct reports • Support cross-training initiatives within direct report structure and across the wider Loyalty Operations and Member Services team • Work collaboratively with wider Velocity team to drive and achieve outcomes focused on member engagement and member experience
<p>5. Operational</p>	<ul style="list-style-type: none"> • Maintain awareness of business priorities, projects and change requests affecting Velocity and the impacts on the MCC • Manage key relationships with Velocity's outsource business partner – Articulate business priorities and assist in planning, direction and structure required to meet business goals • Ensure that all processes are fully documented and updated regularly to maintain relevance • Ownership of training readiness and training effectiveness across all departments within the MCC. Monitor training results and drive continuous improvement of the MCC training function • Ensure all communications, promotions and change announcements are briefed, tested and operationalised in the MCC in a timely manner • Use member feedback and data to identify and drive a continuous improvement agenda • Assist with new partner / new idea MCC discovery and integration planning • Ensure that Velocity's service delivery and standards align to the overarching Virgin Australia Quality delivery standards • Represent the MCC in execution of shared initiatives with the GCC

Decision Making Authority

Decisions this role is expected to make	Recommendations role expected to make
<ul style="list-style-type: none"> ▪ Identify resources required to achieve MCC KPI's ▪ Prioritise resources and efforts across the various MCC departments ▪ Continuous improvement of business processes ▪ Day to day decision making re: Complaints and escalations 	<ul style="list-style-type: none"> ▪ Serve as “Voice of the Member” with other Velocity departments when considering service experience processes ▪ Process improvements to increase member experience / member satisfaction ▪ Feedback on all marketing and promotional activity

Values and behaviours

We think customer

- Our customers are at the heart of everything we do
- We are passionate about creating an outstanding flying experience
- We deliver consistently high service internally and externally

We do the right thing

- We always put safety first
- We act with integrity and honesty
- We create a sustainable and inclusive environment for our people and the community

We lead the way

- We lead by example
- We have the courage to think differently
- We innovate

We are determined to deliver

- We do what we say we're going to do
- We are responsive
- We are committed to excellence in all we do

Together we make the difference

- We work together to achieve success
- We consider our impact on others
- Our people set us apart

Expertise

	Must have	Great to have
Knowledge/qualifications	<ul style="list-style-type: none"> • Contact Centre Management / Service Delivery Experience • Strong interpersonal and people management skills. • Drive to 'get the job done'. • Member Experience acumen and responsibility. • Ability to exercise good judgement under pressure. • Experience in either loyalty or Airline business 	<ul style="list-style-type: none"> • An understanding of customer experience technologies / process. • Off-shoring experience. • Leadership experience re: Large, front-line service delivery teams • Training experience or responsible for the training function • Proven track record of project experience. • Technical knowledge relative to operational and service delivery issues. • Experience in both Airline and Loyalty business. • Experience measuring and improving customer satisfaction and/or NPS
Skills	<ul style="list-style-type: none"> • Relationship and stakeholder management skills – both establishing and maintaining. 	
Experience	<ul style="list-style-type: none"> • Project Ownership and/or Accountability. • Account Management • Airline industry / systems experience. • An operational background with a commercial understanding. • Account Management or dealing with multiple stakeholders. 	<ul style="list-style-type: none"> • Commercial management of an outsource business partner • Development of Training and Communications tools that effectively support business wide strategic objectives.