

Specialist, Customer Experience Platform

Level	2B	Location	BNE
Department	Business Insights and Reporting	Division	Customer Experience & Product
Group	VAA	Direct Reports	0
Reports to	Manager, Customer Insights & Market Research	Manager once removed (MOR)	General Manager, Customer Experience & Product
Created	June 2018	Updated	-

Objective/Purpose

The Role:	<p>The VAA Customer Centricity Transformation project has two key components:</p> <ol style="list-style-type: none"> 1. procurement of a new software platform to improve how VAA obtains, processes, manages, shares and responds to information relating to customer experiences. 2. an internally driven significant behaviour and process change program to apply the benefits the software delivers so that customer impacting staff (i.e. frontline, their managers, and their GM's) are engaged and enabled in relation to customer experiences. <p>The project will substantially improve the quality and consistency of the end to end customer experience that guests receive when they choose to fly with VA.</p> <p>This role will be responsible for running the day to day operation of the software platform, including the design of surveys, analysis, dashboards and stakeholder reporting of customer satisfaction (Likelihood to Recommend) data.</p> <p>The role will work with the greater Customer Centricity Transformation leadership team to support the day to day operations of the platform, with a specific emphasis on analysis and reporting of customer feedback data to present a comprehensive view of customer satisfaction. This position will be expected to carry out statistical analysis as well as the creation of dashboards and ad hoc reports to support key business stakeholders.</p> <p>Responsibilities will include, but are not limited to:</p> <p>50% Manage CX Vendor Platform</p> <ul style="list-style-type: none"> • Work directly with CX vendor to insure that program needs are met • Be the internal VAA expert on the chosen CX vendor platform <p>25% Customer Data Analytics & Reporting</p> <ul style="list-style-type: none"> • Support ongoing analysis and reporting structures • Be an internal leader in basic statistics including descriptive statistics, correlation and regression. • Provide recommendations on proper survey design and research methodology across multiple channels (e.g, email-to-web).
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	<p>25% Cross-Functional Stakeholder Work</p> <ul style="list-style-type: none"> • Work cross-functionally to advise and support business stakeholders with ongoing and ad hoc research and reporting needs. <p>The information delivered and services offered by the role will support the ultimate business benefit of the Customer Centricity Transformation project which is substantial improvement in the quality and consistency of the end to end VAA customer experience.</p>
My Team:	<p>Positioned within the Customer Experience & Product department, the Customer Insights Team is responsible for delivering high quality customer, traveller and competitor insights and intelligence for the overall 'end-to-end' customer experience including Product and Service Development, Marketing and Brand Management. The team supports the business to meet strategic and tactical outcomes through the delivery of sophisticated insights, analysis and reporting.</p>

Expertise

	Must have	Great to have
Knowledge	<p>Demonstrated understanding of the market research and analytics processes.</p> <p>Knowledge and understanding about business processes.</p> <p>Strong understanding of data and technology advancements needed to drive strategic decision-making.</p>	Aviation sector understanding.
Qualifications	Degree qualification in Business, Marketing, Psychology, Statistics, or a related discipline.	Post graduate qualification in Business, Marketing, Psychology or Statistics.
Skills	<p>A positive disposition and ability to relate well with others</p> <p>Demonstrated ability to build strong relationships internally and externally.</p> <p>Strong written, numeric and verbal communication skills.</p> <p>Strong planning and organisational skills.</p> <p>Understanding of qualitative and quantitative research skills.</p> <p>Ability to present analysis including trends and opportunities to clients and the business in writing and verbally</p> <p>Ability to influence multiple stakeholders across a large corporate.</p>	<p>Multivariate statistical skills</p> <p>Statistical software skills</p> <p>Focus group facilitation skills</p> <p>Info-graphics and other visual presentation skills</p>

	Must have	Great to have
	Flexible, responsive and can handle pressure.	
Experience	<p>5+ years' experience in an analytically orientated work environment.</p> <p>Experience working with market research and CX platform vendors, including creating briefs, crafting reports and preparing presentations.</p> <p>Proven record in managing budgets and optimising delivery of outputs within budgetary constraints.</p> <p>Internal stakeholder engagement and experience influencing at a senior level</p> <p>Experience in operating with a level of autonomy, structuring work effectively and coping with conflicting and changing demands</p>	<p>Aviation sector experience.</p> <p>Product development experience.</p> <p>Project management experience, with a preference for cross-functional, multi divisional projects.</p> <p>Market research consultancy experience.</p> <p>Advertising agency experience.</p> <p>Experience running focus groups and other qualitative data collection techniques such as in-depth interviews.</p>

Key Accountabilities

Accountability	Major activities	Performance Indicators
1. Delivery of the day to day operation of the software platform	<ul style="list-style-type: none"> Design of surveys, analysis, dashboards and stakeholder reporting Working with the platform vendor to ensure best solutions Applying best practice insights model to help drive overall business effectiveness. Supporting a foresight orientation to the understanding of market perceptions, trends and opportunities through the collation of customer insights and data analysis to inform and drive 	<ul style="list-style-type: none"> platform is used and outputs are understood by stakeholders. internal stakeholder satisfaction
2. Customer performance results reporting (eg., weekly, monthly, quarterly)	<ul style="list-style-type: none"> Effective data analysis and engaging communication (eg Scorecards) across the business leading to actionable outcomes. 	<ul style="list-style-type: none"> Application of best practice research and communication techniques. Key stakeholders understand Virgin Australia's performance and drivers of this performance.
3. Product Development (NPD) guidance and specification KPIs	<ul style="list-style-type: none"> Support the development and delivery of insights on traveller needs and competitors to inform transformational activities and product development initiatives (what we should be offering) Measure performance (how well we deliver) on the intended offer and identify gaps to inform improvements by the operational teams 	<ul style="list-style-type: none"> Collaboration with key stakeholders and provision of quality of information for customer-led decision making aligned with Corporate Strategic Objectives and KPIs Insights are used in refining specifications and business case development

Accountability	Major activities	Performance Indicators
4. Customer planning	<ul style="list-style-type: none"> Use all available data sources and establish others to aid the development of customer centric customer planning. 	<ul style="list-style-type: none"> Key stakeholders understand Virgin Australia's performance in all segments of the market. customer data and information is utilised in the customer planning process.

Competencies are relevant to every Virgin Australia team member. Please refer to the Virgin Australia Behavioural Guide for further detail specific to your position.

- Continuous Improvement and Strategic Focus
- Critical Thinking and Analysis
- Organisational and Social Commitment
- People and Leadership
- Personal Awareness and Effectiveness
- Service Delivery
- Vivacity

Key Interactions

Internal	Direct reports of customer facing and customer impacting GMs, including GM Customer Experience & Product; GM Inflight Experience; GM Ground Operations; GM Network Operations. Occasional: Group Executives, Senior Management Team and their direct reports.
External	CX Platform vendor, market research agencies, advertising and media agencies, airline alliances and partners.

Major Challenge

Support the Manager to launch and embed the CX platform within the fabric of the operations of the business such that VAA becomes a truly customer centric organisation. The role will be a critical enabler to the successful delivery of the project to substantially improve the quality and consistency of the end to end customer experience that guests receive when they choose to fly with VA.

Our Expectations

You are expected to meet the following expectations:

Companywide expectations

1. To be the ultimate Virgin Australia ambassador through living, breathing and promoting the Virgin Australia Values – Caring, Excellence, Individuality, Resourcefulness, Innovation, Enthusiasm and Integrity.
2. To demonstrate our Leadership Behaviours; Act with integrity, Be decisive, Act quickly, Listen to Guests and team members and Take responsibility.
3. To comply with and actively support all position, department and company policy and procedures
4. To be a team player – supporting a one in all in approach and a first to know, best to deal with
5. To demonstrate our Safety First philosophy – First to find, first to fix! Ensuring that you keep our workplace fair and safe – free of all forms of discrimination and harassment and free from injury and incident.
6. To engage the very best of your personality and enthusiasm and create memorable, positive and fun experiences for all.

Sign Off

I have read and understand the requirements of this position. I agree to consult with my Manager or Leader should I not understand the key accountabilities or expectations of me. I will carry out the position to the best of my ability and understand I must meet required performance standards and targets. I accept the responsibilities of the position as outlined above.

I understand the position description for my role is constantly evolving, based on emerging priorities and shifts in organisational and department needs, and therefore will be updated from time to time.

Team member name:	Signature:	Date:
Manager/Leader's Name:	Signature:	Date: