**Job profile: Customer Insight and Improvement Officer**

**This supplementary information for Customer Insight and Improvement Officer is for guidance and must be used in conjunction with the job capsule for job family customer service: Job level 4 zone 1**

**Camden Way category 4**

**Role purpose:**

Understand customer and internal service needs by using various insight mechanisms, engaging directly with our customers and frontline staff to ensure new and innovative solutions are implemented to improve all channels of contact for residents, businesses and visitors to the borough

**Example outcomes or objectives that this role will deliver:**

1. To project manage customer improvements ensuring customer needs are met to increase overall satisfaction.
2. To be able to source and utilise data to ensure any changes are evidence-based.
3. To work in partnership with ICT and other professional services both internally and externally to achieve all customer service priorities and ambitions ensuring any improvements are driven by customer insight.
4. To be responsible for organising and attending customer focus groups and engaging our customers to ensure customer involvement is the driving factor when implementing and coordinating changes.
5. To ensure we involve our customers in the design of our services and our services are user-tested throughout the design phase.
6. To ensure the importance of the customer journey is understood by the organisation and to assist the Council in understanding how to improve this using a range of insight mechanisms.
7. To be responsible for ensuring Council services are accessible to all members of the community.
8. To utilise benefits realisation tools and techniques to continually strive to create saving opportunities for the organisation by improving end to end customer journeys and reducing unnecessary hand-offs.
9. When making customer improvements enable a successful web presence through effective information management which will involve close working with content managers across the Council.
10. To conduct internal and external benchmarking and learning to improve our customer service processes, systems and interactions across all channels to ensure a consistent approach for our customers.
11. To work with ICT, using agile methods, and in some circumstances, providing the product owner capability to enable new solutions.

**People management responsibilities:**

N/A

**Relationships:**

* Liaise with various stakeholders within the Council at all levels.
* Partnerships are both internal and external.
* Close liaison with ICT to implement solutions to achieve customer services priorities.
* Enabled to make decisions based on working with the above.

**Work environment:**

* The job is office based at both the Crowndale Centre (Mornington Crescent) and 5 Pancras Sq (King’s Cross).
* Travel to Holmes Road (Kentish Town) and other sites may be required.

**Technical knowledge and experience**

* Ability to design and deliver high profile service improvement initiatives, ensuring they are customer focussed, including the management of ICT changes to support these.
* Ability to and experience of gathering data (both quantitative and qualitative) and analysing data to make better informed, evidence-based decisions.
* Experience of engaging with customers ensuring the voice of the customer is paramount in any service improvement initiatives.
* Experience of reviewing business processes and implementing successful change
* Experience of designing new processes and implementing successful change
* Experience of managing successful projects
* Excellent communication skills both (verbal and written).
* Experience of engaging with stakeholders and also the ability to influence stakeholders based on customer-focussed evidence

**Camden Way Five Ways of Working**

*In order to continue delivering for the people of Camden in the face of ever increasing financial pressure, we need to transform the way we do things. We call this the Camden Way. The Camden Way is a key part of our transformation strategy often referred to as the transformation triangle which links the Camden Plan, the Camden Way and the Financial Strategy together.*

The Camden Way illustrates the approach that should underpin everything we do through five ways of working:

* Deliver for the people of Camden
* Work as one team
* Take pride in getting it right
* Find better ways
* Take personal responsibility

For further information on the Camden Way please visit:

<https://camdengov.referrals.selectminds.com/togetherwearecamden/info/page1>