

Head of Customer Insight Improvement

Job description

Our
Vision

We provide
excellent
services to
customers

and build
new homes
to help more
people.

We make
sure our homes
are safe and
sustainable

and strive to do
more by making
the most of our
resources.

About Paradigm Housing Group

Paradigm Housing Group is one of the South East's leading housing providers. We manage more than 16,000 homes across 33 different local authorities.

At Paradigm, we work hard and strive for excellence. In return we offer a great place to work and an attractive range of benefits, including a Health Cash Plan, bonus potential, a competitive pension scheme and 25 days holiday plus 3 days closure at Christmas.

We welcome applications from all sections of the communities we work in.

Our values

Safer Together

The safety of our customers, colleagues & ourselves is a priority in everything we do.

- Putting safety first •

Driving Improvement

We seek to do things better and deliver value to our customers.

- Commercial and financial awareness • Change and innovation • Delivery focus •

Being Clear

We will communicate in a clear and consistent manner so that our customers, colleagues and stakeholders understand the high standards that we work to.

- Managing information • Communication • Planning and organisation •

Acting thoughtfully

We make ourselves aware of our customers' and colleagues' circumstances and consider this thoughtfully and respectfully when taking action so they know we care.

- Involvement and inclusion • Customer focus • Integrity and respect •

Working As One

We work collaboratively with others and also take personal responsibility for delivering outcomes for our customers, colleagues and stakeholders.

- Team work and collaboration • Developing self and others •

Paradigm Housing Group Limited

Job Description

POST:	Head of Customer Insight Improvement – 1 year FTC
DIRECT REPORTS:	none
REGULAR CONTACTS:	PHG's Leadership Team peers, partner organisations, network of Registered Providers contacts, Executive Team; Board members
RESPONSIBLE TO:	Executive Director - Customer

JOB PURPOSE:

Through the use of expertise, knowledge and innovative ideas of current insight practices, ideally in Housing, lead on developing our approach to collecting, analysing and using customer profile, satisfaction and service demand data e.g., repair requests, feedback and satisfaction data to shape services and improve customer satisfaction.

Lead on continuously developing our approach to ensuring satisfaction trends and 'actionable insight' drives effective decision making across the business. Ensure data and insight are an embedded part of how we always work, and easy for the organisation to understand and use in reviewing and improving services, from local neighbour improvements to developing our policies and strategy. Results will be seen in excellent services being shaped by insight and completing the feedback loop to customers.

KEY ACCOUNTABILITIES:

- Work with the Executive Director of Customer to deliver the Customer Strategy, setting the vision and leadership to the Customer Directorate with specific responsibility for customer insight. Play a key part in the Directorate and wider Paradigm Leadership Team to achieve our ambitious targets.
- Design and deliver an approach to ensuring we capture, analyse and share customer insight across the business to place customer feedback at the centre of service improvement.
- Ensure we take a co-ordinated approach to seeking real time feedback (through the use of transactional surveys and complaint learnings) and share learnings to drive decision making.
- Ensure we are responding to customers' evolving needs and preferences through making it easy for the organisation to use customer insight to deliver service as well as drive service improvement.
- Continuously develop knowledge and expertise about customer insight and profiling to inform the organisation's service development and play an active part in the organisation's transformation programme New Paradigm.

- Lead and develop the approach to customer data and insight reporting, and customer satisfaction surveying, working closely with peers within the Customer Directorate and across Paradigm. Identifying opportunities to improve the approach, including easy presentation and accessibility of insight, and different methods of seeking customer experience feedback.
- Work with the Executive Director – Customer to identify, manage and monitor the key compliance and risks associated with insight and put in place effective assurance and controls with the team. Maintain knowledge of changing regulation and legislation, to prepare for additional or different compliance requirements.
- Set and deliver budgets and performance targets for customer insight through effective planning and monitoring. Identify opportunities for service excellence, efficiencies, greater value for money, and partnership or commercial opportunities for growth.
- Design and deliver effective service planning, ensuring that plans deliver the Corporate Plan and Customer Strategy priorities. Put in place effective mechanisms for monitoring and overseeing delivery of service plans.
- Work with the Executive Director of Customer to represent Paradigm at strategic and operational forums such as Board, local authority forums and national interest groups, preparing and delivering reports. Act as an Ambassador for the Group - looking out bringing in new ideas.
- Report to the Executive Board (ExBo), the Customer Experience Committee and Amalgamated Board as required, to provide updates on the Customer Strategy delivery or seek approval for service or strategy development. Reporting could include written reports and presentations to selected stakeholder groups, both internal and external.
- To undertake any other duties on behalf of the Executive Director from time to time.
- To take responsibility for the health and safety of self and team, championing a responsible approach with the team and for the organisation.

LEVEL OF AUTHORITY

- Authority to drive and influence all aspects of the Customer Insight responsibilities
- Contribute, through PHG's Leadership Team and via the Executive Director – Customer to the development of the strategic direction of the Group.

REQUIRED OUTCOMES OF THE POST

- Establishing the Customer Insight Team as part of the Customer Directorate and across Paradigm, fulfilling an enabling role, making it easy for the organisation to

manage, understand and use customer data and insight to deliver service and drive service improvement.

- Designing and delivering an insight framework which underpins the Neighbourhood model, enabling our data-driven approach. Create and deliver regular customer insight and profile reporting, patch profile templates and service demand insight and support the organisation embed the use of the insight.
- Working to mentor and coach the Customer Insight Team, creating and leading a high performing team who have the skills and attitude to fulfil an enabling role, using their technical capability to create easy, useable insight and providing practical support to the organisation to use it. Develop a culture for generating and developing improvement ideas which support the organisation deliver excellent services to customers.
- Lead by example to ensure that the teams understand the Customer Strategy and Corporate Plan priorities and work collaboratively with colleagues across the business and are ambassadors for Paradigm.

PERSON SPECIFICATION

(E = Essential; P= Preferable)

- A degree or relevant professional qualification or at least 5 years' experience leading data -related services, ideally in a social housing, or highly regulated, customer-service organisation (P)
- Proven track record of delivering improvements in service, process and performance in a challenging business environment (E)
- Excellent communication and negotiation skills including report writing with an ability to articulate visions, goals and values to a wider audience (E)
- Inspirational leadership with the ability to motivate - delivering through teams (E)
- Experience of monitoring and advising on changing policy or best practice agendas that impact the business (E)
- Being positive and driven to achieve business outcomes, influencing others (E)
- A naturally innovative mindset, applying creativity to issues and / or challenges; willing to take the initiative with a proven desire to succeed (E)
- Demonstrable experience at working as part of a team and constructively challenging the status quo (E)
- Experience of establishing effective systems and processes of control, reporting and project management (E)
- Experience of large-scale change management (E)
- Experience of being part of a senior Leadership Team and contributing to the wider strategic business direction of an organisation (P)