
JOB DESCRIPTION

Job title	Head of Customer Experience	Directorate	Housing
Location	Hybrid, with a weekly presence in our Rushden & Boston offices	Line manager	Director of Housing and Customer Service

PURPOSE OF THE JOB

- Responsible for the holistic customer journey at the point of entry into the Group through our access channels, ensuring a world-class level of customer service is delivered and ensuring that the customer voice through learning from complaints and other feedback mechanisms feed into the development & delivery of services for all customer groups.
- Leading our Customer Services, Customer Engagement and Complaints teams, leading on developing an inclusive customer journey, being the catalyst for high levels of tenancy sustainability and customer satisfaction.
- Hold lead responsibility for developing a customer engagement offer that ensures the voice of the customer is heard across all key business areas, and in doing so brings the requirements of the Regulator of Social Housing consumer standards, in particular the Transparency, Influence and Accountability Standard.
- Ensure that we are equipped & ready to meet the requirements of the Housing Ombudsman Service Complaints Handling Code, ensuring that we are fully compliant against all requirements and using customer insight and data to predict trends and potential risk.
- Ensure that our first point of contact offer through our Customer Services Team is focused on the customer journey and the delivery of exceptional customer service, and help to inform the future service delivery model, working alongside key colleagues & customers to advance our digital offer, utilising customer insight and knowledge of emerging technologies in the customer services arena to enhance customer satisfaction and engagement.

KEY TASKS AND RESPONSIBILITIES

- Work with the Director of Housing and Customer Services to drive a customer first, performance focused culture within the Housing Directorate and across the Group, delivering the objectives set out within the Group's Corporate Strategy and departmental strategies.
- Provide clear and direct leadership to the Customer Services, Customer Engagement and Complaints Team to ensure high performance across all teams and identifying strategies to deliver continuous improvement holistically across the whole customer experience.
- Ensure that there is an effective compliments and complaints management process in place for the Group, in line and fully compliant with the Housing Ombudsman Complaints Handling Code and ensuring the Group is fully meeting the service level agreements identified within the Code.
- Empower the Customer Services Team to take full ownership to resolve as many expressions of dissatisfaction at first point of contact to prevent service failures escalating to a formal complaint.
- Lead the Group's customer contact centre services, delivering high performance against a suite of key performance indicators.
- Working in collaboration with key stakeholders and departmental leads across the Group, develop processes to ensure that the customer contact centre can deal with a minimum of 80% of calls at first point of contact and being able to demonstrate a clear reduction in calls being passed to other teams and tasks raised for colleagues to return calls through our Housing Management Systems.
- Own the delivery of the Group's Customer Charter, ensuring full compliance against service level agreements and developing the Charter alongside customer involvement and feedback.

- Deliver an omni-channel approach to accessing the Group's services, identifying opportunities for channel access shift that will deliver an enhanced level of service for our customers and have clear economic benefits for the Group.
- With the Director of Housing and Customer Services, develop clear departmental action plans linked to the Group Corporate Strategy and departmental strategies that have clear objectives, milestones and outcomes that can be measured and evidenced.
- Lead on the development of innovative ways of improving the holistic customer experience by using customer feedback and insight to improve satisfaction and efficiency.
- Provide leadership, guidance and direction to the wider Group in respect of ensuring the customer voice is placed at the heart of all of our actions; working with key stakeholders to build in engagement metrics within procurement, policies, processes and wider feedback strategies clearly identifying how the customer voice has shaped our approach.
- Collaborate with colleagues to ensure that customers are engaged in shaping our services through effective and inclusive feedback mechanisms and play a role in service scrutiny.
- Lead on customer perception and satisfaction surveys, ensuring that results are analysed and reported, and reported and overseeing action plans to address emerging dissatisfaction themes.
- Act as the primary point of contact for customer service-related matters.
- Monitor customer service metrics and satisfaction levels, identifying areas for improvement.
- In accordance with the Group Customer Insight Strategy, work with key stakeholders to develop customer insight to build customer profiles and ensure that the Group has up to date customer data about current and prospective customers to inform strategy, policy, and business plans.
- Work alongside the Director of Housing and Customer Services to develop and deliver our Digital Tenancy service delivery model, ensuring full engagement and feedback mechanisms are harvested from our customers and colleagues.
- Work with the Director of Housing and Customer Services to ensure that the Group Board and the Senior Leadership Team receives appropriate and timely information and advice on customer services' performance, complaints performance, customer feedback and customer insight for all customer groups.
- Ensure that there is effective management of allocated team budgets and costs.
- Consult with, influence, and build relationships with all key internal and external stakeholders, representing the Group and attending meetings and conferences as necessary.
- Be visible across our Rushden and Boston offices at least once a week in person across both locations.

SCOPE AND IMPACT

Scope: To ensure that customer service and the customer voice is at the forefront of all strategic decision making and operational service delivery across the Group; leading on driving home a 'Customer First' culture across the organisation and challenging the Group to demonstrate how it has learned from complaints, embedded customer feedback in enhancing it's services and delivered new services that our customers have asked for utilising both customer profile and insight.

Impact: Clear examples of an improvement in Tenant Satisfaction Measures and transactional customer satisfaction and demonstrable examples of how customers have influenced the development of new services and the enhancement of existing services, with a channel shift methodology clearly applied with customers accessing services through an omni-channel approach, experiencing a world-class level of customer services regardless of how they access the Group.

KEY RELATIONSHIPS

- Longhurst Group's Senior Leadership Team & Heads of Service.
- Partner agencies across our communities to deliver shared projects and new initiatives.
- The Customer Experience Committee and Customer Forum.

PERSONAL SPECIFICATION

Head of Customer Experience

The values outline the key expectations of all colleagues. Used together, the Person Specification and values will ensure new colleagues will exhibit the competencies required for this role. All our opportunities will be assessed through application to interview.

QUALIFICATIONS

- Hold a full, clean driving licence.
- Relevant professional qualification or an equivalent leadership qualification.

EXPERIENCE

- Proven experience in delivering high quality, customer-focused services.
- Experience and knowledge of implementing effective customer engagement mechanisms to shape and inform service delivery.
- Experience of developing and implementing effective customer services strategies.
- Experience of working in partnership with internal and external stakeholders to deliver improved services and performance.
- Proven experience in successful contract management.
- Experience of working with diverse communities.
- Experience of leading/managing a high performing team.
- Demonstrable track record of supporting Boards and Committees to develop effective customer engagement strategies.

SKILLS AND COMPETENCIES

- Sound understanding of customer relationship techniques and management systems.
- Knowledge and understanding of key issues affecting the sector and future challenges.
- Excellent ICT knowledge and skills with experience of developing digital services.
- Knowledge and understanding of the regulatory environment within social housing and the implementation of co-regulatory approaches.
- Able to demonstrate the use of customer insight to inform business decision making and improve customer experience and value for money outcomes.
- Able to provide a clear overview of complex issues and provide sound, professional and reliable advice.
- Able to understand and interpret complex information, balancing short- and long-term issues and pressures.
- Ability to manage resources effectively.
- Business acumen and commercial awareness, including business risks/ rewards and continuous improvement.

CHARACTERISTICS

- Highly organised and efficient
- Able to critically evaluate options and solutions, assessing and balancing risks.
- Demonstrate strong, solutions focused and inspirational leadership skills.
- Able to present self in a professional, business like and competent manner.
- Seek feedback to continuously improve and learn.

OUR VALUES



In it Together

We stand together as one team with one vision to make a difference to people's lives. Forms working relationships with others inside and outside the organisation and openly promotes and values diversity.



Heartfelt Service

Everything we do shows we care deeply about our customers and colleagues. Ensures the delivery of service meets customer requirements both internally and externally.



Own it

We do what we say we do to the best of our ability with pride and passion. Communicates with others using techniques appropriate to the situation and uses skills to build and maintain relationships.



Pushing the Boundaries

We strive for excellence constantly looking for fresh ways of doing things. Looks for new ways to improve working methods and initiatives to carry the organisation forward.



Fun and Fair

We work hard, enjoy it and treat everybody equally with respect and honesty.

ADDITIONAL DUTIES CLAUSE

The above does not constitute an exhaustive list of duties. The post holder may be required to perform any reasonable tasks commensurate with the level of responsibility at the request of their manager. Duties may vary as and when localised procedures are updated or renewed with varying Local Authorities that the organisation works with. We reserve the right to alter the content of this job description to reflect changes to the organisation or the services it provides.

To be reviewed as part of the Job Description review process
