

Job Description

Directorate: Corporate Services

Job Title: Head of Customer Experience

Service Area: Customer Experience

Grade: Band K

Special Conditions:

Regular working outside normal hours to meet service needs. Contactable out of hours to provide continual cover for the organisation in emergency situations on a rota basis, where necessary.

Role Profile: BPS68

DBS Disclosure: Not applicable

Issue Date: October 2020

Responsible to: Assistant Director – Corporate Services

Responsible for: Allocated staff within Customer Experience, associated contract management and service delivery

Job Purpose and Role:

The Head of Customer Experience will lead on the transformation of the customer experience programme across the organisation, with a focus on digital resolution, channel shift and business change. Through the effective use of technology, the role holder will deliver a 'one touch' customer experience that is entirely customer focused and brings about measurable improvements.

Taking overall responsibility for shaping the end-to-end customer journey working with all teams across the business, the role holder will lead on defining end-to-end customer journeys, mapping the services we offer. Representing WH at both internal and external meetings, influencing changes to our service delivery through insight, brand and vision.

Accountable for the company's overall customer satisfaction, data and performance collation, customer engagement and communications through the transformation of the customer experience programme. Working with internal and external stakeholders to contribute and influence strategy and policy development.

Reporting on customer feed-back via scrutiny, the post holder will lead on the implementation and updating of the customer experience strategy and take responsibility for planning, developing and managing the performance of a portfolio of related services.

Take the lead on advising the Chief Executive, SMT and Senior Leadership Team how best to deliver improvements to services making use of customer insight/feedback information and data to embed quality customer service across all areas of the business.

To ensure that effective arrangements are in place to comply with the appropriate legislative and Approved Codes of Practice (ACOP) in relation to Customer Engagement. Requiring a collaborative approach to influence relationships with both internal and external customers such as: Housing Ombudsman, Regulator of Social Housing, community groups, voluntary and third sector organisations, and our shareholder the City of Wolverhampton Council, to deliver initiatives on wider corporate and community objectives within the company's Business Plan and organisational action plans.

Leading a team to develop and transform the needs of the business from a strategic insight perspective.

To oversee the delivery of the communications and marketing strategy and service that promotes and represents the work of Wolverhampton Homes on the local and national arenas.

Keep up to date with industry trends, changes and developments, to enable the co-ordination of the review and response to new legislative requirements and to shape policy accordingly.

Ensuring quality customer service by placing the customer at the heart of any decisions, listening to and understanding their perspective.

Striving for excellence through driving up customer satisfaction and readily addressing complaints whilst maximising opportunities for efficiencies; influencing business areas to adopt high levels of customer focus – challenging where standards fall below agreed levels.

To support the implementation of our company journey of #goodtogreat.

Able to develop and articulate strategic goals for the business to own teams and the wider business, Councillors and stakeholders, ensuring suitable resources are deployed to deliver on the customer experience strategy and wider organisational priorities.

General

The duties of the post may change and develop from time to time in light of new legislation, Wolverhampton Homes Policies, organisational developments and social trends. Such developments will be monitored in conjunction with the Chief Executive and Director of Corporate Services and will be reflected as necessary in the aims and objectives of the post.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

Key Area	Duties and Responsibilities	Competency Requirements	
		Essential	Desirable
Leadership	<p>Lead and manage all aspects of work related to the role of Head Customer Experience, including implementation of strategy and delivery of the operational service.</p> <p>Contribute to the development, resourcing and implementation of WH Business Plan and delivery Plans.</p> <p>Participate in strategic planning, develop plans for strategic change and subsequent recommendations to Senior Management.</p> <p>Will have authority to make management decisions without referral but may refer high impact or sensitive decisions that have a bigger impact on the organisation as a whole.</p> <p>Developing systems/processes that allow us to gather meaningful feedback from our customers.</p> <p>Be proactive in monitoring customer satisfaction and take responsibility to ensure continued awareness of current best practice to ensure the delivery of</p>	<p>Educated to degree level or willingness to work towards this qualification within an agreed timeframe.</p> <p>Membership of professional relevant body.</p> <p>Evidence of successfully completing job related training</p> <p>Evidence of continual improvement and associated levels of performance.</p> <p>Ability and resilience to work under pressure and tight deadlines.</p>	<p>Evidence of effective stakeholder engagement; political acumen and strategic decision making.</p> <p>Able to articulate often complex projects and performance information to a variety of internal and external customers.</p>

	<p>a quality service which meets company targets as well as exceeding customer expectations.</p> <p>Exhibits confidence, inspires respect and trust. Motivates and engages others to perform well.</p> <p>Provide effective management and leadership that helps to support and establish clear aims and objectives and encourages innovation and creative use of resources.</p> <p>Shares and promotes the vision, values and corporate objectives at all times, even if own views differ.</p>		
<p>Communication and customer service</p>	<p>Ensure appropriate and effective mechanisms are in place to facilitate two-way communication with our customers.</p> <p>Working with teams refining and utilising data to provide insights that will shape services.</p> <p>Working across the business to improve transparency and consistency in how we respond to our customers.</p> <p>Developing feedback mechanisms to ensure that our customers have a voice and that their voice is heard.</p> <p>Ensure that our communication workstreams support our staff and customer engagement activity and embeds our core values.</p>	<p>Able to communicate, present and negotiate on behalf of WH and credibly represent the business to customers, staff and other stakeholders.</p> <p>Able to deliver customer focussed services that are responsive with regard to customer need.</p> <p>Excellent interpersonal skills enabling others to contribute to the best of their ability.</p> <p>PC and social media literate – ability to use a</p>	<p>Evidence of using a range of techniques to understand and then enhance the customer journey and experience.</p>

	<p>To assist the Assistant Director in the development and delivery of Service Improvement Plans.</p> <p>To represent Wolverhampton Homes at meetings in and out of normal working hours.</p> <p>Ensure consistency of service provision across the area of responsibility.</p> <p>Consistently acts in a professional manner.</p> <p>Communication is effective both written and verbal and is appropriate to the audience.</p> <p>Focuses on internal and external customers equally.</p>	<p>wide range of software and social media.</p> <p>Influencing and negotiating skills, ensuring buy-in from others.</p>	
<p>Team working</p>	<p>Developing strong relationships with all service areas to ensure that the Customer Services Strategy is delivered.</p> <p>Establishes and maintains effective team relationships that encourage, motivate and engage the team.</p> <p>Build and enhance the reputation of WH with the Council and other stakeholders, the community and media.</p> <p>Promote and support all team member to take responsibility for own and team performance</p> <p>Takes a collaborative approach and drives cross divisional team working.</p> <p>Responsible for the overall effective management of approximately 15 staff including upto 4 direct reports.</p>	<p>Experience of leading a team and individuals effectively and managing associated workloads.</p> <p>Ability to influence, inspire confidence and establish professional working relationships at all levels within the organisation and externally.</p> <p>Evidence of successfully working with other teams or organisations with a common goal or goals.</p>	

<p>Decision making and problem solving</p>	<p>Actively looks to eliminate a blame culture.</p> <p>Takes responsibility and make decisions both for and on behalf of the leadership team and for the benefit of the organisation.</p> <p>Makes logical and sound decisions based on research and gathering facts.</p> <p>Recommends solutions to remedy recurring problems. Continuously looks for ways to improve processes/service.</p> <p>Able to think creatively to address issues.</p> <p>Actively encourages creative thinking in others.</p>	<p>Ability to propose, develop and implement effective strategies to achieve agreed goals and make clear, informed, appropriate and timely decisions.</p> <p>Good influencing, negotiation and interpersonal skills.</p> <p>Able to demonstrate good judgement, and ability identify priorities and key issues, making decisions to address.</p>	
<p>Equality and Diversity</p>	<p>To have an awareness of the Equality Act and the requirements contained within it.</p> <p>Act as a role model to others as part of the Senior Leadership Team, actively displaying the values of Wolverhampton Homes.</p> <p>Takes appropriate action and practicable steps to eliminate discrimination, promote and support equality at all times and foster good relations amongst employees and customers.</p> <p>Personal leadership, accountability and understanding to promote the importance of equality and cohesion to WH customers, staff and local communities.</p>	<p>Attitude/behaviour consistent with Wolverhampton Homes' Policies and Procedures.</p> <p>Ability to promote fairness and inclusion in employment and service delivery.</p>	<p>Evidence of challenging unacceptable behaviour and subsequent actions where required.</p>

<p>Health and safety</p>	<p>Ensures the implementation of the Health and Safety at Work Act 1974</p> <p>Undertake risk assessments to minimise/remove and manage risks for all activities under direct control</p>	<p>Understanding of risk management and business continuity planning.</p>	
<p>Financial management</p>	<p>Responsible for a substantial budget - monitors and manages budget effectively with a view to invest to save initiatives and the identification of efficiencies.</p> <p>Comply with WH Financial regulations and Standing Orders regarding the placing of orders and the awards of contracts.</p> <p>Commitment to Environmental Policy, by minimising waste, conserving energy and recycling appropriately</p> <p>Develops strategies to ensure VFM.</p>	<p>Capable of controlling substantial budgets.</p> <p>Understanding of finance and accounting procedures.</p>	<p>Proven experience of effective financial management including budgetary planning, monitoring and control within tight financial constraints.</p>