
NHS PROPERTY SERVICES LTD**Job Description**

Job title:	Customer Insight Manager
Level:	3
Type of role:	Permanent
Base:	99 Gresham Street, London
Travel requirements:	Minimal
Responsible to:	Senior Insight and Marketing Operations Manager
Directorate:	Customer Services, Marketing and Communications

Established in 2013, NHS Property Services is a property owner, service provider and advisor, helping to shape the estate of the NHS for the future. We have one goal: to ensure the NHS makes the right property choices that enable excellent patient care.

Our portfolio is one of the largest in the UK, comprising more than 3,000 properties with 7,000 tenants across England. At a total value of more than £3bn, this represents about 10% of the total NHS estate.

Our properties range from listed buildings through to award-winning, state-of-the-art integrated health campuses.

Main purpose / scope of the role

The purpose of this role is to manage the customer insight process, to enable the Customer Services, Marketing and Communications Directorate and wider business to make decisions based on market insights and customer data. We do this improve the customer experience by developing our strategy to improve overall customer satisfaction scores.

The ideal candidate will have experience of customer insight and be familiar with establishing actionable insight and converting that insight into improvements in our customer satisfaction scores (CSAT).

Key Responsibilities

General

- Work closely with the wider insight team and the marketing communications team to improve operational and marketing performance, customer data and the overall customer experience.
- Work as part of the customer insight and marketing operations team to manage, improve and promote the Dynamics CRM across the company.
- Act as advisor on customer insight to the wider Customer Services, Marketing and Communications Directorate to ensure that proper process, tools and reporting are provided to make data-driven decisions to inform strategy.

Insight

- Developing and improving our customer satisfaction strategies and establishing opportunities to enhance end to end customer journeys and touchpoints using insight.
- Manage the end-to-end customer survey process including survey design, contact data collection, survey deployment and dashboard creation.
- Drive forward CSAT reporting, awareness, action plans and engaging the business with CSAT insight.
- Identify trends and themes from data, conduct root-cause analysis to identify issues and apply robust prioritisation techniques to recommend top priority actions.
- Challenge stakeholders to ensure they are focused on the customer, to identify key areas for improvement and pain points.
- Liaise with agencies to undertake customer and market research as required.
- Conduct qualitative and quantitative research with customers and stakeholders using appropriate channels such as phone, email, focus groups, etc.
- Conduct market sizing studies as part of competitor tracking, launch and acquisition activities.
- Maintain customer personas and work with the marketing team to ensure these are understood and incorporated into customer communications.

Reporting

- Produce regular reporting and actionable customer insight by analysing data into a clear view using a wider range of sources including voice of the customer feedback, complaints and operational data.
- Work with the Head of Brand and Design to create impactful reports and templates which influence the business.

- Help to promote the CSAT score and other insight across the business, working with the wider communications team to promote the work of the team and open up data to the wider business.

Customer Data

- Support data quality improvement initiatives by identifying anomalies in source data including DQIs and relevant dashboards and reports.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Preferably educated to Degree level or to A level standard or equivalent with greater relevant experience 	
Knowledge	<ul style="list-style-type: none"> • Proficiency in analytics, statistical & visualisation tools. Proficient knowledge of SQL and Excel are essential. • Strong background in quantitative thinking and data analysis, data modelling and statistics essential 	Preferably knowledge of PowerBI, Microsoft Dynamics and MS Forms.
Experience	<ul style="list-style-type: none"> • Experience manipulating large data sets and interpreting data trends • Able to work using a multitude of disparate data sources and tools; working out of a data warehouse or from smaller imperfect datasets 	
Skills	<ul style="list-style-type: none"> • Excellent analytical, verbal and written communication skills • Excellent organisational and interpersonal skills 	

	<ul style="list-style-type: none"> • Excellent communication and presentation skills in English • Comfortable communicating with peers, business stakeholders and non-analytics audiences 	
Personal qualities/abilities	<ul style="list-style-type: none"> • Strong capability to work with internal and external stakeholders to support and influence delivery and change plans 	
Other requirements as applicable		