



Customer Journey Manager

Working better together
for our residents

> Operations Directorate > Customer Experience

What's it all about

This role is new to NHG and has been created following a review to ensure we're set up in the best way to deliver the things that matter most to our customers and can meet the objectives of our Better Together corporate strategy.

Part of the Customer Experience Directorate, this role is centred on crafting an unparalleled customer journey for all residents. This encompasses a comprehensive understanding of the resident's journey with Notting Hill Genesis, ensuring every interaction is optimised for satisfaction and value.

How you'll make a difference

The Customer Journey Manager will be pivotal in understanding and moulding a specialist customer journey area, centred around Home Lifecycle, Repairs and Maintenance and Paying Rent, Bills and Service Charges. They will design, lead, and refine the entire customer journey, integrating principles of design thinking, customer co-creation, and best practices in journey mapping. By forging close ties with residents and internal teams, they will co-create solutions and spearhead initiatives that align with resident needs and aspirations.

In this capacity, they will utilise various tools and methodologies to capture and analyse resident feedback, ensuring that insights are transformed into tangible improvements. Their expertise in design thinking will promote a culture of innovation, where resident-centric solutions are paramount.

How you'll do it

- Lead the design and ongoing enhancement of the customer journey for your specialist area, ensuring alignment with resident expectations and organisational goals.
- Effectively grasp complex concepts and be the source of expertise on the Customer Journey specialist area.

- Implement design thinking workshops, engaging residents and internal teams in co-creation sessions to brainstorm and prototype solutions.

- Develop a comprehensive journey mapping framework, capturing every touchpoint, emotion, and interaction, pinpointing areas for improvement.

- Collaborate with cross-functional teams to roll out journey-based enhancements, driving and owning improvement to make a real difference, ensuring fluid transitions and consistent experiences across all touchpoints.

- Work together with the wider Customer Journey and Insight team and Customer Experience directorate to share best practice and champion the voice of the customer, amalgamating feedback from various channels and translating it into actionable insights.

- Foster a culture of customer co-creation, nurturing an environment where residents are viewed as partners in shaping experiences.

- Analyse, interpret and present insights, using these to make recommendations, and provide updates to senior management, ensuring they're in sync with the organisation's strategic objectives.

- Effectively line manage, lead, motivate and develop a Customer Journey Designer responsible for the design and mapping of customer journeys in line with NHG's management behaviours to get the best out of staff and promote a high performing culture.

- Ensure that you follow and keep up to date with all relevant NHG and statutory policies and related procedures including health and safety and financial regulations.

All about you

Behaviours for success

Our values set out what we stand for. You'll need to show us how you match them and how you'll



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behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. This role is at manager level.

Essential knowledge, experience and skills including qualifications and professional membership

Pending confirmation of legislative changes, this role may require a qualification to demonstrate competence. If not already qualified, there may be an expectation to study towards a professional qualification.

- Deep knowledge of customer journey mapping, design thinking, and co-creation methodologies.
- Experience in overseeing and enhancing customer journeys, ideally within the housing sector.
- Robust analytical skills, capable of deriving insights from resident feedback and behavioural data.
- Knowledge of how these areas impact on the customer journey; leasehold and tenant lifecycle events and neighbourhood issues; home and place related charges and payments; property life cycles, repair supply chain, planned maintenance challenges.
- Stellar communication skills, proficient at facilitating workshops, engaging stakeholders, and presenting insights.
- Demonstrated ability to work alongside cross-functional teams, driving resident-centric initiatives and achieving tangible outcomes.

- A genuine passion for understanding resident needs, behaviours, and emotions, coupled with the creativity to address challenges innovatively.

- Acquaintance with digital tools and platforms used for journey mapping, feedback collection, and data analysis.

- Ability to work closely with the Head of Customer Journey & Insight, ensuring alignment, collaboration, and effective delivery of customer journey improvements through insight-driven strategies.