



Working better together
for our residents

Customer Journey Designer

> 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 and reporting directly to one of the Customer Journey Managers, the Journey Designer is the creative architect behind the intricate design and mapping of customer journeys centred around Home Lifecycle, Repairs and Maintenance and Paying Rent, Bills and Service Charges. This role is laser-focused on ensuring that every touchpoint and interaction within these journeys is meticulously mapped and designed, offering residents a seamless and intuitive experience with Notting Hill Genesis.

How you'll make a difference

The Journey Designer will be the cornerstone of journey design and mapping. They will employ best practices in journey mapping, user experience design, and service blueprinting to craft intricate and detailed journey maps that resonate with residents' needs and pain points. By collaborating closely with residents and cross-functional teams, they will visualise, prototype, and iterate on journey designs, ensuring they are clear, actionable, and user-centric.

In this role, they will harness various tools and methodologies to capture and visualise the nuances of each journey, ensuring that every step, emotion, and interaction is accurately represented and optimised.

How you'll do it

- Collaborate with the Customer Journey Manager to understand the objectives and nuances of each journey, ensuring alignment with organisational goals.
- Lead the design and development of detailed journey maps, capturing every touchpoint,

interaction, and emotion experienced by residents.

- Employ service blueprinting techniques to visualise the front-end and back-end processes that underpin each journey.
- Conduct regular workshops with residents and stakeholders to gather insights, validate journey maps, and identify areas for improvement.
- Use digital tools and platforms to create interactive journey maps that can be easily shared, updated, and iterated upon.
- Collaborate with cross-functional teams to ensure that journey designs are actionable, highlighting areas for process improvement and innovation.
- 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.
- Stay abreast of the latest trends and best practices in journey mapping and design, bringing fresh perspectives and techniques to the team.
- Present detailed journey maps, insights, and recommendations to the Customer Journey Managers, ensuring they are informed and aligned with the design direction.
- 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 behave to ensure those are visible when carrying out your work.

- Compassionate
- Progressive



Working better together
for our residents

- Dependable
- Inclusive
- Empowered

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

Desired 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.

- Profound expertise in journey mapping, service blueprinting, and user experience design.
- Experience in designing/documenting, refining, and presenting detailed customer journey maps.
- Strong analytical and empathetic skills, with the ability to capture and visualise complex journey nuances.
- Proficiency in using digital tools and platforms specifically designed for journey mapping and design.
- Exceptional communication and collaboration skills, adept at facilitating workshops, gathering insights, and presenting detailed journey maps.
- A genuine passion for crafting intricate and detailed journey maps that offer clear insights and actionable recommendations.
- Ability to work closely with the Customer Journey Managers, ensuring alignment, collaboration, and effective delivery of journey designs.