

# Customer Insights Analyst

## > Operations > Customer Experience

### What's it all about

This role is all about delivering the things that matter most to our customers and by using direct indirect and inferred customer insight we make sure we're meeting the objectives of our Better Together corporate strategy.

The Customer Insight Analyst is instrumental in gathering, analysing, and interpreting customer data. This role is centred around understanding the voice of the customer, identifying trends, and providing actionable insights that drive strategic decisions at Notting Hill Genesis.

### How you'll make a difference

The Customer Insight Analyst will be at the forefront of understanding the needs, behaviours, and sentiments of residents. By employing a range of analytical tools and methodologies, they will extract meaningful insights from both quantitative and qualitative data. Their findings will be pivotal in shaping customer-centric strategies, ensuring that customers' voices are not only heard but also acted upon.

Working closely with the Customer Insight Manager, they will contribute to a comprehensive insight framework, ensuring that data-driven insights are effectively integrated into the organisation's broader strategies.

### How you'll do it

Utilise a variety of analytical tools and methodologies to gather and analyse operational data from a variety of sources, capturing both direct and indirect insights.

Identify trends, patterns, and anomalies within the data, translating these findings into actionable recommendations.

Collaborate with the Customer Insight Manager to ensure that insights are integrated into the broader strategic framework.

Collaborate with data and insights team to develop and maintain detailed reports and

dashboards, making data accessible and actionable for various stakeholders.

Engage in feedback sessions and workshops with residents, staff, and other stakeholders, capturing qualitative insights to complement and enrich quantitative data.

Stay abreast of the latest trends and best practices in customer insight analysis, continuously enhancing analytical skills and methodologies.

Present findings, insights, and recommendations to the Customer Insight Manager and other stakeholders, ensuring clarity and actionable takeaways.

Foster a culture of continuous learning and improvement, seeking feedback and refining analytical approaches as needed.

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.

Ensure that you follow and keep up to date with all relevant Notting Hill Genesis 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
- Dependable
- Inclusive
- Empowered

For each value, we've created example behaviours to help you understand our expectations in more detail. Please [refer to the framework](#). This role is at **staff** level.

### **Essential knowledge, experience and skills including qualifications and professional membership**

Knowledge and experience of data analysis tools and methodologies, with a specific focus on customer insights.

Experience in collecting, analysing, and interpreting customer data to derive meaningful insights.

Strong analytical and critical thinking skills, with the ability to translate complex data into clear and actionable insights.

Exceptional communication skills, adept at presenting insights in a clear, concise, and compelling manner.

A genuine passion for understanding customer needs, behaviours, and sentiments, with a commitment to driving customer-centric strategies.

Ability to collaborate effectively with the Customer Insight Manager and other team members, ensuring alignment and effective communication of insights.

Excellent IT and systems skills including Microsoft office namely Word, Powerpoint and Intermediate level Excel.

Proficiency in using digital tools and platforms for data collection, analysis, and visualisation.

Knowledge and experience using Tableau and Power BI are advantageous.

Understanding of the key challenges and responsibilities of colleagues working within the social housing sector and the customers we serve.