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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.

The Customer Insight Manager is the linchpin in harnessing the voice of the customer to drive strategic decisions at Notting Hill Genesis. This role is dedicated to capturing, analysing, and translating customer insights into actionable strategies that enhance the overall customer experience (CX).

How you'll make a difference

The Customer Insight Manager will lead a team of analysts in gathering direct, indirect, and inferred insights from our residents. By synthesising these insights, they will craft compelling narratives that highlight the core needs, challenges, and aspirations of our residents. Their work will be instrumental in identifying gaps in the current CX, spotlighting areas for improvement, and ensuring that the organisation's strategies are firmly rooted in the voice of the customer.

In this role, they will collaborate closely with the Customer Journey Managers and other key stakeholders, ensuring that insights are translated into tangible actions that resonate with residents' needs and elevate their experience with Notting Hill Genesis.

How you'll do it

- Lead and mentor a team of analysts, ensuring they effectively gather and analyse direct, indirect, and inferred customer insights.
- Develop a comprehensive insight framework that captures the voice of the customer across various touchpoints and interactions.
- Synthesise insights to craft compelling narratives that spotlight key customer needs, challenges, and aspirations.

- Collaborate with the Customer Journey Managers to ensure that insights are informing prioritisation for enhancements and integrated into journey designs and strategies.
- Identify gaps in the current CX, recommending actionable strategies to address these gaps and elevate the overall resident experience.
- Foster a culture of data-driven decision-making, ensuring that all organisational strategies are rooted in customer insights.
- Present insights, recommendations, and narratives to senior management and stakeholders, advocating for customer-centric initiatives and investments.
- Stay updated with the latest trends and best practices in customer insight gathering and analysis, bringing innovative ideas and approaches to the team.
- 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.
- Effectively line manage, lead, motivate and develop a Customer Insight Analyst, responsible for gathering, analysing, and interpreting customer data, in line with NHG's management behaviours to get the best out of staff and promote a high performing culture.
- Manage the relationship with third parties such as the customer satisfaction surveying companies, ensuring that the service meets business expectations and delivers a high standard of insight.

Desired knowledge, experience and skills

- Deep knowledge of customer insight gathering methodologies, data analysis, and voice of the customer frameworks.
- Experience in leading and mentoring a team of analysts, ensuring effective insight gathering and analysis.



Working better together
for our residents

- Strong analytical and storytelling skills, with the ability to translate complex data into compelling narratives.
- Proficiency in using digital tools and platforms for insight gathering, data analysis, and reporting.
- Exceptional communication and collaboration skills, adept at facilitating workshops, engaging stakeholders, and presenting insights.
- A genuine passion for understanding customer needs and behaviours, coupled with the creativity and rigour to translate insights into actionable strategies.
- Ability to work closely with the Head of Customer Journey & Insight, ensuring alignment, collaboration, and effective delivery of insight-driven strategies.