

Job Description and Person Profile

Business / Support Service	Customer & Marketing
Job title	Customer Experience and Insight Analyst
Grade	D
Job family	Trading
Reporting to (job title)	Customer Experience & Insight Manager
Number of direct reports	0
Number of indirect reports	0
Budget responsibility	TBC
Contacts	Internal and external customers

a) Job purpose
<p>To be an active expert in customer insight, market insight and customer experience measurement and methodologies in order to enable understanding of the entire customer experience</p> <p>To undertake meaningful analysis of customer and marketplace research to ensure that opportunities are identified, presented and developed to enhance contribution through increased customer engagement and activity.</p> <p>To interpret consumer insights and analytics to deliver an enhanced customer experience across all of our trading businesses by providing the relevant data analysis.</p> <p>To work closely with the BI team and all internal stakeholders to identify opportunities for data driven decision making, driving customer-centric activity.</p>
b) Key accountabilities
<ul style="list-style-type: none"> • Provide timely, relevant and actionable insights from data, supporting decision making processes • Contribute to the development and enhancement of sales through the identification and presentation of appropriate recommendations • Develop and deliver appropriate models to support targeted activities relating to consumers • Identify, monitor and measure the customer experiences offered across the trading estate in order to provide actionable recommendations for continual improvements • Enable improvements to the customer experience • Bring datasets together in a cohesive way to enable blended insights

c) Main responsibilities

- Use analytics and data modelling to deliver new and actionable insight about the customer base
- Use analytics and data modelling to deliver new and actionable insight about key markets, potential and existing customers and competitors.
- Demystify data and make it accessible for all
- Build propensity and segmentation models to enable efficient targeting of customers and prospects
- Proactively find insight from the data and actively promote findings within the wider team and the Society
- Deliver the agreed program of Insights (customer journey reviews across competitors, competitor promotional and price optimisation, customer development plan, customer shopping habits and advanced analysis for supplier collaboration.
- Build propensity and segmentation models to identify market opportunities and enable efficient targeting of prospects.
- Obtain and analyse data on consumer behaviour and emerging trends presenting key findings and actionable insight to the wider Customer & Marketing team to feed into the marketing strategy and plan.
- Evaluate and identify market research needs and work with the BI team to source appropriate data sets and tools.
- Investigate specific issues and propose solutions by analysing data from a wide range of sources.
- Use customer data to provide targeting and segmentation information to increase sales
- Work with the BI team to identify and develop systems for the capture, analysis and reporting of insights and research.
- Anticipate customer needs and desires through thoughtful analysis and proposals on how we can improve our connections with customers
- Connect the voice of the customer, our local markets and the online world into day to day business operations
- Recommendations for customer acquisition and customer retention
- Enable delivery of a shared vision of the Society's customer experience programme across Customer & Marketing, IT, BI, the Customer Contact Centre and Central Trading Teams

d) Measures of performance

- Data led decision making (includes customer emotion as a data set)
- Robust analysis of customer and consumer data
- Levels of customer and member engagement
- Increase in customer spend
- Translation of data into meaningful insight and proposals
- Turn data investments into growth through customer data integrity and customer data activation
- Present information and proposals in an accurate, succinct and digestible way

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e) Person profile	
Essential qualifications	Desired qualifications
<ul style="list-style-type: none"> • Advanced level Mathematics or equivalent 	<ul style="list-style-type: none"> • Advanced Level Language skills or equivalent
Essential experience	Desired experience
<ul style="list-style-type: none"> • In-depth experience in analysing data, and clearly communicating actionable insights to stakeholders • Demonstrable ability in the collation, restructure and analysis of data • Knowledge and understanding of data manipulation tools and techniques would be advantageous • A high level of numeracy skills – degree level preferred • Experienced in management of analytics services, including familiarity with the main methodologies and tools utilised in delivering Insight recommendations • Excellent analytical skills and the ability to think critically • Proven experience in product affinities, switching cross purchase, promotional uplift and incremental sales analysis • Ability to handle multiple projects and workload to deadline in fast paced environment • Excellent verbal and written communication skills • Able to interpret and present results and recommendations • Excellent presentation skills and ability to engage stakeholders 	

f) Competencies / behaviours	
<p>Future direction</p> <ul style="list-style-type: none">• See the bigger picture• Inspire, change and improve• Make effective recommendations <p>Engage people</p> <ul style="list-style-type: none">• Lead and communicate• Collaborate and partner• Build capability <p>Deliver results</p> <ul style="list-style-type: none">• Customer focused ways of working• Individual accountability• Agility and reactivity	