

Head of Customer Excellence

Salary: £62,160 – £65,814 per annum

Contract type: Full-time, Permanent

We are looking to appoint a Head of Customer Excellence, to create, lead and implement our Customer Excellence strategy. This exciting new role will define and develop our customer journey, developing a companywide approach to measuring customer satisfaction and identify key areas for improvement.

As Wales' largest awarding body, at WJEC we provide trusted bilingual qualifications, straight-forward specialist support, and reliable assessment to schools and colleges across the country. With more than 75 years' experience, we are also amongst the leading providers in both England and Northern Ireland.

The successful individual will have experience of developing and leading customer experience improvement programmes. They will have excellent interpersonal skills and the ability to lead teams and collaborate with other business areas to deliver objectives.

In addition, they will have the ability to manage multiple projects and have an understanding of CRM systems and the measurement of customer satisfaction frameworks, such as NPS. Experience of managing teams within a busy contact centre or customer focused environment, would be beneficial.

This role will provide one clear accountable owner for the design, development and delivery of all customer journey improvement activity. Ultimately responsible for ensuring that change initiatives land safely into the operation and are embedded fully and adopted as the enduring journey/experience or process. This will require creativity and innovation in designing multiple strands of the customer excellence strategy for delivery and implementation across the organisation.

This role is a hybrid post, enabling the successful candidate to split their time between WJEC offices and working at home, subject to personal preference and business need.

At WJEC, we pride ourselves on being an inclusive and supportive place to work. We also offer a range of excellent benefits including: 25 days annual leave per year, plus 16 statutory/additional holidays, a competitive pension scheme and numerous family friendly policies.

If you would like to know more about the position or about working for WJEC, please contact elizabeth.east@wjec.co.uk who would be more than happy to speak to you.

Please visit [our website](#) to download a copy of the job description and application form.

Closing date: 12:00, Monday 20 May 2024

Interviews are expected to take place on 29 and 30 May 2024.

JOB DESCRIPTION

Job Title:	Head of Customer Excellence
Department:	Operations
Section:	Customer Excellence
Responsible to:	Operations Director
Grade:	14
Location:	WJEC Sites / Hybrid
Main purpose of Job:	

To define and develop our customer journey, developing a companywide approach to measuring customer satisfaction, identifying key areas for improvement and working across the business to implement the changes to deliver an excellent experience for our customers to increase customer satisfaction, loyalty and retention. As such, the development, deployment and measuring of the successful customer excellence strategy will underpin the role.

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Accountable for Customer and Journey improvement delivery across all WJEC customer journeys, operational processes and ongoing customer touchpoints. Accountable for ensuring these deliverables drive both customer and business benefit in relation to operational cost through reduction in effort and improvement in efficiency, customer satisfaction scores and self-serve performance. As such, the post holder will have significant and delegated authority over the design and implementation of the customer service strategy.

The role will encompass the line of the online events team and having delivered the strategic development plan and implementation roadmap, the post holder will line manage a customer service team.

Principal Duties and Responsibilities:

- Lead the customer experience strategy, embedding organisational, behavioural, system and process change across the organisation.
- Develop the customer journey map and all of the customer touchpoints within it, identifying 'hot spots' for improvement activity to deliver excellence in terms of customer service.
- To establish, define and deliver how we communicate and engage with customers to enhance their perception of and experience with WJEC.

- Working closely with internal stakeholders and in particular, our marketing and communications team to deliver a 'one voice' approach to customer communications.
- Establish, deploy and embed key performance metrics for measuring customer satisfaction within the team and across the organisation.
- Develop the data used to assess customer satisfaction and use this to continually improve our approach, ensuring the root cause of issues are identified and fixed to improve satisfaction measures.
- Work with key stakeholders to develop an action plan to address any issues/underlying trends identified and own, monitor and track progress against these action plans.
- Evaluate working practices in all customer facing teams and re-engineer processes to ensure there is continuous improvement to maximise effective and efficient customer experience.
- Develop customer training programmes with our learning and development teams to provide an agile and flexible approach to managing customer interaction.
- Drive a continuous improvement culture across the organisation using customer insight to address causes of dissatisfaction whilst also embedding a customer service ethos throughout our CI programme.
- Accountability for establishing and leading cross functional teams in the delivery of these designed changes whether that be through incremental small scale operational changes, or wider scale process or journey redesigns.
- Identify and drive technology improvements that underpin the customer experience strategy and sponsor key initiatives taking accountability for the delivery of associated benefits.
- Work with the Marketing team to define the Customer journey for learners and clients and ensure that increased take up of 'self-service' delivers for all customers.
- Developing and improved outbound communications strategy that reflects customer needs and delivers concise, actionable, proportionate messaging to the right audience.
- Support teams as required in managing customer complaints.
- Influence customer facing systems and resources to ensure we are onboarding customers in the easiest and most efficient manner possible.
- Monitor market developments, new services, technology and competitors' activity to ensure our approach to customer experience is market leading.
- Work closely with our learning and development teams to provide best in class training across the organisation to enhance our approach to delivering customer excellence.
- Work closely with the commercial team to understand market requirements, customer retention strategies alongside new customer management activity to grow our customer base through enhancing customer experiences.
- Develop and implement a customer call handling service to manage the first point of customer contact, deploying a first-time fix approach to improve call resolution.

Person Specification

Job Title:	Head of Customer Excellence
Department:	Operations

Highly Desirable criteria are the optimum skills and experience the applicant will ideally have. Desirable criteria are those which would add value to the job if present, and also include potential for growth and development into the role.

Skills and Abilities

Highly desirable

- A pragmatic approach, with ability to add value in a commercial sense
- Ability to balance strategic development of the Customer Excellence strategy alongside implementation of process changes required to achieve an improved customer experience
- Ability and confidence to influence and persuade Executive and Senior Leaders effectively
- Excellent communication and interpersonal skills
- High levels of self-motivation and ability to work on own initiative
- Data driven, with a clear understanding of customer service metrics and how to harness this to drive improvements
- High levels of enthusiasm and energy towards leading a customer centric approach

Desirable

- Project management skills, and the ability to manage simultaneous projects and multiple strands of work across the organisation
- Welsh language skills

Knowledge

Highly desirable

- An expert on all aspects of the definition of customer experience strategies and journeys with a demonstrable track record of implementing customer satisfaction programmes
- Demonstrable experience of establishing successful partnerships with a wide range of stakeholders
- Expert knowledge of 'best in class' customer, process and continuous improvement methodology, customer transformation approaches involved in leading customer led transformation
- A full understanding of the measurement of customer satisfaction through established frameworks such as NPS, CSAT or CES

Desirable

- Working understanding of the implementation of customer experience frameworks such as ICS Service Mark.

Experience

Highly desirable

- Successful development and implementation of customer satisfaction improvement programmes
- Proven experience of Customer Satisfaction methods & tools used
- Proven experience of working within a Customer Experience role with regular interaction with senior management
- Demonstrable experience of leading, managing and motivating teams Implementation of improvement activities leading to successful implementation

- Implementing change in a regulated environment

Desirable

- Experience of managing teams within a busy contact centre or retail environment, to targets and tight deadlines
- Experience of supporting the professional development of others

Training / Qualifications

Highly desirable

- Evidence of relevant Continual Professional Development

Desirable

- Evidence of relevant Leadership and Management Development

Telerau ac Amodau Gwasanaeth**Terms and Conditions of Service****Teitl y Swydd /
Job Title:**

Pennaeth Rhagoriaeth Cwsmeriaid / Head of Customer Excellence

**Cyflog /
Salary:**£62,160 - £65,814 y
flwyddyn / per annum**Gradd /
Grade:**

14

**Gwyliau
Blynnyddol /
Annual Leave:**

25 Diwrnod pro rata y flwyddyn. Mae CBAC yn caniatáu 16 o ddyddiau statudol / ychwanegol o wyliau yn ogystal ar hyn o bryd.

25 Days pro rata per annum. In addition, the WJEC currently allows 16 statutory / additional holidays.

**Pensiwn /
Pension:**

Gweithredir darpariaeth y Ddeddf Bensiwn Llywodraeth Leol.

The provision of the Local Government Superannuation Act apply.

Math o Gytundeb:**Contract Type:** Llawn amser / Full Time Rhan amser / Part Time Llawn amser Tymor Cyfyngedig / Full Time
Limited Term Rhan amser Tymor Cyfyngedig / Part Time
Limited Term**Nifer yr oriau yr wythnos
No. of hrs per week****Diwedd y Tymor
End of Term****Diwedd y Tymor
End of Term****Nifer yr oriau yr wythnos
No. of hrs per week****Dull Ymgeisio:****Method of Application:**

Dylid anfon ffurflenni wedi'u llenwi ar e-bost at ad@cbac.co.uk erbyn 12:00, dydd Llun 20 Mai 2024.

Completed forms should be sent by email to hr@wjec.co.uk by 12:00, Monday 20 May 2024.