

# Position Description

Role Overview	
Position Title:	Customer Insights Lead
Reports To:	Head of Data and Insight
Location:	Christchurch
Date:	September 2021

## Why Enable?

As a locally owned business, we aim to reflect the wider diverse community that we serve. At Enable, inclusion and diversity are at the centre of what we do, and one of our four core values is to ‘Show the Love’. It determines the way we think, who we employ and how we work together and with our community. We encourage our people to bring their authentic selves to work, creating a safe, inclusive and innovative environment for our people and our customers.

Enable would be nothing without the passion our people have for the work we do. We believe in empowering our team and giving them the tools, they need to ‘Smash Boundaries’ and create new outcomes that delight our customers. So, why would you want to become an Enable person? We’re working on some great initiatives for our community, but we also look after our people too.

Enable is a living wage employer and offers a benefits package including a fibre broadband allowance, wellbeing and sustainability allowance and an extra day off per year to attend volunteer days, for your birthday or just to relax! We believe our people do their best work where, when and how it suits them, so our flexible working arrangements are as flexible as they can get.

Alongside our owners, the Christchurch City Council, we are committed to being net carbon neutral in our operations by 2030. We also want to operate our business in a sustainable way so future generations can continue to thrive. Our office is rated a green star 5 and we’re investing in smarter tools and systems to reduce our waste and resource consumption.

We enjoy every moment that we spend ‘**Connecting our Community with Unlimited Opportunity**’.

Enable Fibre broadband allows people to connect like never before, and here at Enable we don’t just believe in connecting people with the world online – we believe in connecting with the people of our community. We are committed to helping make Christchurch a better place for our community to connect, live, work and do business. We strive to be customer-led, understanding the unique needs of our customers and wider community, ‘keeping it simple and fresh’, and working together to deliver experiences that delight, and build trust – after all, here at Enable we ‘own the experience’.



**Purpose of this Role**

To bring Enable closer to the customer and champion the voice of the customer. In this role you will provide analytical support via the ‘voice of the customer’ programme - giving the business the information to employ a customer centric approach to decision making, informing Enable’s Customer Experience (CX) strategy, and injecting customer insight into proposition development and CI. You will also get Enable closer to the customer by helping us to move at pace (fail fast, Design Thinking and Test and Learn) as well as putting more horsepower into our customer journey mapping space.

Key Relationships	
<b>Within Enable:</b>	<ul style="list-style-type: none"> <li>→ Commercial Team</li> <li>→ Customer Experience (CX) Lead</li> <li>→ Operations Team, Head of Customer</li> <li>→ Business and Technology Innovation Team</li> </ul>
<b>Major External Contacts:</b>	<ul style="list-style-type: none"> <li>→ Retail Service Providers (RSPs)</li> <li>→ End User customers</li> </ul>
Key Dimensions of Role	
<b>Number of Reports:</b>	→ 0
<b>Expenditure Authority:</b>	→ TBC
<b>Other: (e.g. Sales Revenue / Margin Target / Volume Indicators etc.)</b>	<ul style="list-style-type: none"> <li>→ Build on existing customer research to establish and run ‘Voice of the customer’ programme</li> <li>→ Providing design thinking support/workshop facilitation</li> </ul>

Key Responsibilities		
Business Outcome:	Key Responsibilities:	KPI:
<p><b>Voice of customer programme</b> - listen to our customers tell us what they want and what is good, and share this with our people so they know what good looks like</p>	<ul style="list-style-type: none"> <li>→ Design and implement the VOC programme which will be used to bring Enable closer to the customer – customer performance measures, customer insights, listening to customers, working with vendor to deliver</li> <li>→ Work with key stakeholders (esp CX Lead and Head of Customer) to understand the requirements of the programme</li> <li>→ VOC Report/insights that is shared with all people using insights, verbatims, customer stories</li> <li>→ Inject the true voice of the customer into decision making, including strategy development (with CX Lead and Head of Customer) and gather requirements from stakeholders and translate these into actionable, commercial outcomes and solutions</li> <li>→ Analyse the VOC results and deliver actionable recommendations</li> <li>→ Establish customer panel available to test ideas, products, comms etc</li> </ul>	<ul style="list-style-type: none"> <li>→ Delivery of the Voice of customer programme</li> <li>→ Increase in Ask Your Teams scores in questions related to customer</li> </ul>
<p><b>Customer journeys</b> – share existing and create new</p>	<ul style="list-style-type: none"> <li>→ Facilitate the creation of detailed customer journey maps – including utilising available resource (eg BAs) to perform the detailed analysis and working with key stakeholders to understand the journeys</li> </ul>	<ul style="list-style-type: none"> <li>→ Successful delivery of 1 detailed customer journey in first quarter</li> <li>→ Ongoing delivery TBC</li> </ul>
<p><b>Design thinking</b></p>	<ul style="list-style-type: none"> <li>→ Facilitate design workshops with stakeholders on CX and customer service improvements – bringing cross-functional teams together to problem solve and create customer centric solutions</li> <li>→ Using design thinking to inject the customer needs into proposition development</li> <li>→ Use customer research (qual and quant, panel) to test ideas quickly</li> </ul>	<ul style="list-style-type: none"> <li>→ Quicker time-to-deploy initiatives</li> <li>→ Positive feedback from stakeholders</li> </ul>
<p><b>Customer Insight</b></p>	<ul style="list-style-type: none"> <li>→ Translate stakeholder requirements, multiple data sources (market research and behavioural data) and customer needs into actionable insights</li> </ul>	<ul style="list-style-type: none"> <li>→ Positive feedback from stakeholders</li> </ul>

<p><b>Relationship Management</b></p>	<ul style="list-style-type: none"> <li>→ Ensure a close working environment with all business functional groups</li> <li>→ Gathering requirements from stakeholders and translating these into actionable, commercial outcomes and solutions</li> <li>→ Be a strong member of a superior team to drive and deliver outstanding results</li> <li>→ Develop and promote a positive and collaborative way of working</li> <li>→ Communicate regularly, honestly and positively</li> <li>→ Ensure the business is consistently presented in a strong, positive image to relevant stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>→ Excellent relationships established and maintained</li> </ul>
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Other Relevant Information		
<p><b>Health, Safety and Wellbeing:</b></p>	<ul style="list-style-type: none"> <li>→ Demonstrate a commitment to continually improving health, safety and wellbeing performance</li> <li>→ Allocate the necessary human and financial resources to achieve operational and strategic goals</li> </ul>	
<p><b>Continuous Improvement:</b></p>	<ul style="list-style-type: none"> <li>→ Seek out ways to continuously improve and own the experience by taking charge and making great happen</li> <li>→ Participate enthusiastically and positively in improvement initiatives</li> </ul>	
<p><b>Statutory / Compliance Responsibilities:</b></p>	<ul style="list-style-type: none"> <li>→ Safeguard Enable from legal/reputation risk by complying with all relevant statutory, regulatory, contractual and legal requirements and standards</li> <li>→ Comply with all of Enable’s requirements and policies including the enforcement of internal controls and delegated authority rules</li> <li>→ Know and monitor compliance and advise the CEO and General Counsel on any risk and ensure agreed mitigation plans are in place and actioned.</li> </ul>	
<p><b>Diversity &amp; Inclusion</b></p>	<ul style="list-style-type: none"> <li>→ Foster a culture that embraces diversity, capability, inclusion and trust for Enable People and community</li> <li>→ Each one of our Enable People bring with them a diverse set of perspectives, work and life experiences, as well as religious and cultural differences. The power of diversity can only be unleashed, and its benefits reaped when we recognise these differences and respect and value each other irrelevant of our backgrounds</li> <li>→ Challenge your thinking and biases with others who will have different experiences and opinions to drive more robust and collaborative outcomes</li> <li>→ Enable People work in diverse teams, making for a safe, inclusive and innovative environment</li> </ul>	

Person Specification	
<p><b>Formal Education</b></p>	<ul style="list-style-type: none"> <li>→ A tertiary qualification in a relevant discipline or relevant experience</li> </ul>
<p><b>Specialist Training and Experience</b></p>	<ul style="list-style-type: none"> <li>→ 5+ years’ experience in a commercial environment working on customer research, a voice of customer programme, or similar</li> <li>→ Ability to analyse multiple data sources to extract actionable customer insights to drive change</li> <li>→ Experience in mapping the customer journey</li> <li>→ Experience with design thinking including workshop facilitation and methodologies to test ideas quickly</li> <li>→ Data visualisation using PowerBI (or Tableau)</li> </ul>

**Specific Knowledge,  
Skills and Attributes**

- Customer-focussed
- Works at pace, gets things done
- Ability to tell a story with data
- Good communication with ability to disseminate insights to the business
- Ability to prioritise workload with a proven ability to successfully handle multiple projects and meet deadlines
- Strong analytical skills
- Great problem solver