

Role Profile

Job title: Cairn Connect, Customer Experience Manager
Department: Customer Services
Reports to: Regional Lead South
Grade: 7
Staff responsibility: Senior Customer Services Advisor and indirect Management responsibility for Customer Service Advisors.

Background

Cairn Connect, is the Customer Experience Hub that delivers a customer led and customer first approach across all of the Cairn Group’s services. Established in 2014, Cairn Connect has evolved into an omni - channel environment that utilises multiple channels to engage our customers that maximises the customer experience.

Job Purpose

To lead the operational delivery of Cairn Connect, coordinating the provision of a range of services across all Cairn Group customer transactions.

To lead an established team of Customer Service Advisors ensuring that performance targets are clearly understood and met with a regular schedule of individual and team reviews. To ensure that performance management procedures are conducted and specifically to create a motivated positive culture within the team. Taking a key role as coach and mentor in being able to identify operational and individual development needs and implementing changes with a positive effect.

Across a range of customer service indicators, identify, analyse, and produce management reports to measure service delivery and the satisfaction of our customers.

Delivery of service improvements and service redesign where appropriate and necessary.

Main Duties and Responsibilities

1. In parallel with the Groups strategic vision, enhance and develop Cairn Connect to deliver a consistent first-class customer experience.
2. Build and develop strong and effective working relationships between Cairn Connect and other directorates and stakeholders across the Group.
3. Develop and embed a culture of continuous improvement and excellent customer service within Cairn Connect
4. To ensure the delivery of a first-class service for customers and others contacting the Group and that all enquiries are handled efficiently and effectively which seeks to provide a first point of contact resolution.
5. Lead Cairn Connect to deliver consistent performance across a range of indicators.

People and Resource Management

1. Guide the cairn Connect Team to deliver an excellent customer service, and ensure the service meets performance.
2. Undertake regular reviews of individual and team performance including analysing call performance across service areas for improvement. Devise and implement plans to meet improvement requirements.
3. Analyse service demand and produce team rotas to ensure adequate resources are available at all times to meet customer and organisational needs.
4. Coordinate the use of resources to ensure that customer waiting times are minimised and the overall customer experience is enhanced.
5. Manage and develop proactive relationships between the Cairn Connect team and colleagues across the Cairn Housing Group to ensure an excellent flow of communications across teams.
6. Coordination of workforce management and forecasting information and reporting utilising appropriate tools and resources.

Customer Service

1. Oversee all aspects of the customer service activity, productivity, key performance indicators and best practice within Cairn Connect
2. Deliver improvements in customer service performance utilising customer satisfaction and feedback, and performance data.
3. Ensure customer complaints are dealt with efficiently and effectively. Supporting and coaching staff where appropriate to ensure our policy and practice is in line with current Scottish Public Services Ombudsman guidance and that complaints are being handled in accordance with predetermined targets.

CRM and Data Management

1. Ensure our Customer Relationship Management (CRM) and associated systems are used consistently and effectively to record all contact with customers.
2. Develop and maintain monitoring and reporting systems to support the collation of customer service data for reporting to the Executive Team Board, Scottish Housing Regulator, and customers.
3. Develop and establish an operational manual to ensure processes undertaken by the Customer Experience team. This will ensure consistency is applied by all Customer Advisors.
4. Review, manage and contribute to the Groups administration of social media as well as participate in the ongoing development of the Groups website to support customer engagement and access to information.
5. Adhere to data protection policy and practice and related regulations across the Group.

Leadership

1. In collaboration with other colleagues, design and develop policies, procedures and learning and development plans specific to Cairn Connect.
2. Analyse and produce management reports to share with colleagues on customer service activity including evolving trends and areas of concern, and proactive measures.
3. Maintain and develop a thorough knowledge of the Groups services including policy, procedures, legislation, and regulation to support our customers.
4. Contribute to the Groups digital transformation agenda that will further enhance the experience and choices for our customers.

Other Areas

1. Promote equal opportunity and access to all users of the Groups services and that delivery is in accordance with the Groups Equality and Diversity Policy
2. To be aware of current Health and Safety Policy and to take responsibility for your own safety and the safety of other members of staff.
3. Undergo training as necessary to maintain our high standards
4. Maintain confidentiality at all times in respect to matters pertaining to the organisation.
5. Undertake any other duties appropriate to the post as directed by the Regional Lead.

Person Specification

Education	Essential / Desirable
<ul style="list-style-type: none"> • Educated to degree level and /or significant experience of working in a similar operational management role. • Working towards, or in possession of a relevant qualification (e.g. leadership, management, and customer service, or equivalent) 	<ul style="list-style-type: none"> • Essential • Desirable
Experience	
<ul style="list-style-type: none"> • At least 5 years' experience of developing and managing staff. • Experience of developing and managing a customer facing service, preferably with a customer service / contact centre environment. • Experience of implementing robust frameworks for managing and improving performance and service delivery. • Experience of using data and working with customers and partners to continuously improve service delivery. • Accomplished in using CRM, customer contact technology and multi-channel digital services. • Experience of reviewing and successfully implementing and delivering service change. • Experience of embedding a culture and ethos of customer service excellence. • Professional membership or working towards, of an appropriate representative body. 	<ul style="list-style-type: none"> • Essential • Desirable
Knowledge	
<ul style="list-style-type: none"> • Knowledge and experience of customer experience management tools, including customer journey mapping. • Knowledge and understanding of housing, repairs, and maintenance and other associated services. • Knowledge of the Scottish Housing Regulatory Framework. 	<ul style="list-style-type: none"> • Essential • Desirable • Desirable

<ul style="list-style-type: none"> • A well-developed understanding of data protection, document retention including knowledge of GDPR and FOI legislation. • Understanding and operational delivery of customer experience activities. • High level of understanding of Omni – channel environment including digital and systems advancement in the workplace. • Knowledge and understanding of performance management and measurement through KPI's. • Specific knowledge of Office 365. • Well-developed knowledge on complaints handling in line with SPSO good practice guidelines. 	<ul style="list-style-type: none"> • Essential • Essential • Essential • Essential • Essential • Essential
<h3>Skills and Abilities</h3>	
<p>Essential</p> <ul style="list-style-type: none"> • Strong interpersonal skills to build and maintain working relationships and work as part of a team • Customer and outcome focussed • Strong people management skills and experience • Ability to lead and manage Cairn Connect to deliver service aims and objectives • Ability to challenge, motivate and engage staff across teams to successfully deliver • Proven experience of improving the customer experience through delivery of excellent front-line customer service, experience of complaints management in an organisation with a high volume of customer transactions • Analytical thinking and ability to review performance data, identify trends and to present outcomes in a clear and concise way. • Demonstrated experience of designing and implementing new approaches to understanding customer experience • Knowledge and experience of customer experience management tools, including customer journey mapping 	<ul style="list-style-type: none"> • Essential

<ul style="list-style-type: none"> • Proven track record of delivering projects on time and within budget • Excellent verbal and written communication skills • Ability to work under pressure and co-ordinate a varied and complex workload • Willingness to travel and able to occasionally stay away from home overnight • Ability to accept responsibility and work on own initiative • Committed to continuous personal development and willing to undertake training as required • Respectful of others and shows commitment to equal opportunities 	<ul style="list-style-type: none"> • Essential
<h3>Personal Qualities</h3>	
<ul style="list-style-type: none"> • Self-managing and self-motivated • Excellent interpersonal and group skills • Innovative, creative, and able to think out the box • Committed to high customer service excellence and standards • Committed to personal development as well as the development of colleagues • Able to adapt to a dynamic work environment with competing workloads, demands and challenges • Dedicated, excellent leader and motivator • Flexibility over working hours to meet the requirements of the job • Excellent verbal, written and interpersonal communication and influencing skills • Professional, calm, and confident • Full driving licence required 	<ul style="list-style-type: none"> • Essential

Core Competencies

- Put our customers first
- Strive for excellence
- Be accountable
- Think and act as 'one team'
- Demonstrate respect
- Achieve work/life balance