


Hanover (Scotland) Housing Association Ltd

JOB DESCRIPTION	
Position:	Customer Experience Manager
Department:	Customer Services
Reports to:	Director of Customer Services
Band	Band D
Date:	March 2022

The logo for Hanover Scotland features five stylized houses in a row, each a different color: pink, blue, teal, yellow, and orange. Below the houses, the text 'HANOVER SCOTLAND' is written in a bold, sans-serif font.

Purpose of Job

- Improve the customers experience at Hanover, beyond the core regulatory requirements, through the continuous development and design of existing and new services that support Hanover's strategic ambitions
- Work collaboratively with colleagues across Hanover to coordinate CX improvement initiatives. This will include aspects of peer to peer management.
- To lead and develop the cross departmental Customer Experience (CX) function at Hanover. CX comprises of CX improvement, Customer Engagement, Customer Analytics, Volunteering and Welfare Rights
- To manage the CX Team, coordinating the creation and delivery of a range of key plans for the benefit of Hanover's customers and the team at Hanover

Key Responsibilities

Strategy, Business Planning and Control

- To develop a robust Customer Service Plan for Hanover in liaison with relevant operational managers. The plan will provide a clear direction of the development of CX improvement and service redesign across Hanover and will be a key component in Hanover's overall corporate strategy.
- To facilitate delivery of all aspects of the Customer Service Plan in close coordination with the Director of CS and Director of AM and Senior Management Team (SMT).
- To maintain an overview of plans operated across Hanover to ensure that a customer focus is reflected within them.
- To prepare reports for the SMT on progress with CX and any other relevant matter as instructed by the Director of Customer Services.
- To identify any significant resources and risk associated with change as required, reporting key issues to the ELT as required.

Customer Experience and Satisfaction Improvement

- To develop an action plan to improve customer experience at Hanover in line with the Customer Service Plan

- As part of the vision described in the Customer Service Plan, focus on improving all aspects of CX to ensure it meets changing expectations and is based on customer intelligence and customer profiles.
- Use data obtained from across Hanover, including via CX activities, to drive CX improvements
- Work with colleagues to develop their understanding of what customers prioritise from services and what is required to drive up customer satisfaction
- Assess and consider nationally recognised customer experience accreditation schemes and good practice models to improve Hanover's approach.

Customer Engagement

- Maintain, implement and develop the customer engagement strategy to support high levels of engagement and improve CX.
- Work with staff throughout the Hanover to ensure that best practice in relation to customer engagement is being undertaken across Hanover.
- Working with ICT develop new and innovative digital means for customers to engage with Hanover at a variety of levels.
- Liaise with external agencies to ensure that Customer Engagement activities meet recognised guidelines and reflects good practice and regulator requirements.
- Ensure that the views of our customers are incorporated into operational activities undertaken at Hanover (eg recruitment and procurement).
- Manage the completion of regular satisfaction surveys for Hanover's customers. Surveys should be conducted in a variety of ways including transactional surveys and should support Hanover's aims.
- Use the information gleaned from customer engagement and surveys to identify themes, which can inform strategic priorities, quality improvement and CX improvement programmes.

Tenant Participation

- Liaise with tenant participation bodies (eg TPAS) to assist in Hanover's activities and to ensure we keep up to date with changing engagement methodologies and plans.
- Promote and maintain the framework supporting the creation and operation of formalised customer groups (such as registered tenant organisations) which operate at Hanover.

Volunteer programme management

- Ensure the Volunteering service at Hanover is effectively delivered to support the organisations objectives

- Ensure there is a clear Volunteering plan in place with appropriate resources and measurable objectives.
- Ensure volunteering links with CX improvement and development and informs strategic priorities.

Welfare Rights Service

- Deliver a welfare rights service to Hanover's Customers.
- Consider the affordability issues Hanover's customer face (such as fuel poverty) and report on this and a measurement of the value for money of the service to the SMT.
- Coordinate the activities of the Welfare Rights Officer, including improving frontline employees understanding of welfare benefits.

Innovation & Analytics

- Seek ways to use digital technologies to transform CX at Hanover.
- Act as an ICT advocate, liaising between ICT and frontline operational CS SBU managers to ensure that the ICT team understand the needs of the other SBUs and that operational staff are aware of the benefits and opportunities ICT systems can provide.
- Act as, or coordinate the provision of, operational expertise and project management for any new or existing ICT systems used over multiple SBUs within the department (eg Open Housing, Home for You).
- To act as the main point of liaison between the customer services department and the Governance & Transformation team. This will involve the development of service redesign and business transformation activities.

Performance

- Deliver key business objectives and meet Key Performance Indicators (KPIs) through a personal performance plan
- Analyse work and produce action plans where performance improvement is required.
- Develop and co-ordinate implementation of measurable performance management and qualitative standards for CX at Hanover in liaison with relevant operational managers Heads and Directors.

Policy

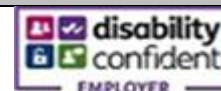
- Develop and review CX policies and procedures in collaboration with necessary parties.
- Analyse customer complaints relating to the services operated in Customer Services (in coordination with the Customer Services Management and Governance & Transformation teams) and ensure that any learning points gleaned from the complaints lead to improved operational practice.

General

- To ensure that CX operates in accordance with relevant legislation Hanover's objectives and the application of key performance standards and indicators.
- To work with the Communications team to ensure CX initiatives and developments are effectively communicated to customers and employees.
- To manage the CX budget
- To undertake such other reasonable duties consistent with the scope and purpose of the post as may be instructed by the Director of Customer Services
- To travel to visit developments and area offices as required.

Person Specification

Job Title: Performance Manager



As part of the Disability Symbol accreditation, the Association has made the commitment to interview all applicants with a disability who meet minimum essential criteria for the post.

Criteria	Essential/ Desirable
<p>1. Skills/Abilities/Knowledge <i>This section specifies the skills, abilities and knowledge the post holder must have to perform satisfactorily.</i></p>	
Evidence of an ability to operate strategically and develop effective strategic plans	Essential
Evidence of leadership of staff teams and others to achieve objectives	Essential
Knowledge of housing, care and related services	Essential
Knowledge of housing policy and legislation	Essential
Influencing, consultation ,negotiation and conflict resolution skills	Essential
Effective communicator at all levels	Essential
Evidence of Customer Service improvement skills applied to corporate and individual clients	Essential
Evidence of the management and development of Customer Engagement and/or Tenant Participation activities	Essential
Strong ICT skills using a range of ICT technologies (including the use of Microsoft office, specifically Excel to analyse data).	Essential
Ability to maximise quality, efficiencies and effectiveness	Essential
Experience of using and interpreting data, including systems relevant to the role.	Essential
Evidence of an ability to operate strategically and develop effective strategic plans	Essential
Evidence of an ability to plan for and deliver change effectively	Desirable
Evidence of having been involved in the acquisition of new business and customer relationship management	Desirable
Financial Management abilities, including in relation to welfare benefits	Desirable
Experience of developing volunteering initiatives	Desirable
<p>2. Experience <i>This section specifies the level and quality of experience required.</i></p>	
Suitable and relevant experience at Senior Management level	Essential
Evidence of delivering significant business objectives	Essential

Management motivation and development of large staff complement	Essential
Budget management.	Essential
Contract negotiation and management , lead role	Essential
Working with regulatory authorities	Essential

3. Education/Qualifications <i>Degrees or diplomas obtained abroad are acceptable if they are of equivalent standard to UK qualifications.</i>	
Degree level or similar qualification or comparable level of experience.	Essential
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Full membership of a relevant professional body	Desirable

4. Other <i>This section specifies other factors which may be necessary.</i>	
Possession of a current, full, (preferably) clean driving licence.	Essential

5. Equal Opportunities This Association is working actively to promote equality of opportunity both in its employment practices and in the delivery of its services. It is essential that the post holder is willing to work in accordance with existing policies and codes of practice	Essential
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