

Head of Customer Experience and CRM

Job Description

Stannah

Company: Lift Services

Function: S&I Marketing

Reports to: Customer Acquisition Director

Purpose

The Head of Customer Experience and CRM is responsible for leading and implementing the customer strategy, setting and driving us towards the CX vision and being a role model for customer centricity. The role holder is also responsible for leading end to end customer communications for our consumers and our partners (inc. Local Authorities).

Key Responsibilities

1. **Customer Strategy** – champion customer centric decision making across the business. Develop and implement a customer strategy, in collaboration with the Head of Customer Acquisition. Define and execute a customer experience roadmap.
2. **Customer Journeys** – Map and measure the E2E customer journey. Identify pain points and moments of truth, scope journey improvements and work with teams across the business to deploy them.
3. **Customer Experience Review** – review the current customer experience and work with other senior leaders across the business to define improvements and deliver an enhanced experience for our customers.
4. **Voice of the Customer** – drive customer obsession across the business by bringing the customer experience to life and translating customer expectations into meaningful insights.
5. **Customer Communications** – plan, develop and continuously improve customer facing communications, to support BAU, journey and experience improvements, as well as new product launches.
6. **eCRM** – support the design, execution and optimisation of our eCRM activities. Own the post-lead activity with a view to improving engagement and conversion alongside elevating the customer experience.
7. **Marketing Automation** – lead the design, execution and optimisation of post-lead marketing automation in order to improve the customer experience and lead conversion, as well as improving effectiveness.
8. **Customer Advocacy** – turn our customers into ambassadors. Collect and utilise positive customer feedback, such as testimonials and referral schemes. Measure and customer satisfaction and respond to the data and feedback.

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9. **Market Research** - understand and monitor developments in the market and competitor activity and use knowledge gained to develop plans and provide insight across the business.
10. **People** – lead, support and mentor the CX and CRM team to enable them to excel in their roles.
11. **Brand** - ensure that all marketing activities are aligned with the Stannah Group Brand Guidelines, support our business objectives and strengthen the Stannah Brand. Monitor and challenge external activity that infringes on our trademarks and IP.
12. **Budget and Accounts** – support the development of the annual budget and manage accounts expenditure accordingly.

This list is not exhaustive and the jobholder will be expected to undertake any duties within their capacity to meet the needs of the business and/or the marketing function.

Skills and Experience

Essential

- More than ten years' B2C CX and/or CRM experience
- Proven leadership skills and the ability to motivate and influence a diverse group of stakeholders
- Experience in growing customer advocacy
- Strong inter-personal skills with the ability to build strong relationships
- Proven ability to work across all levels of an organisation
- Experience of leading a successful team
- Highly numerate with strong analytical skills; able to analyse data to form recommendations and make decisions
- Excellent written English skills and a passion for copy

Desirable

- Proven experience of marketing automation and/or eCRM systems
- Understanding and experience of customer contact strategy development

Personal Attributes and Behaviours

- ✓ Customer obsessed
- ✓ Strategic thinker with the ability to see things through to delivery
- ✓ Effective team player
- ✓ Dynamic and have a positive can-do attitude but remain calm under pressure
- ✓ Know when to say no
- ✓ Well organised and manage your time effectively by focusing on priorities and results and strive to work smarter not harder
- ✓ Committed to actively improving own skills, knowledge, business awareness and performance through ongoing personal development
- ✓ Communicate in a clear, concise and timely manner, when both writing and speaking

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Managerial and Supervisory Responsibility

- Responsible for the CX and CRM Team

Relationships

Internal

The jobholder will be expected to maintain close and effective personal working relationships at all levels of the organisation. The communication skills required include the ability to communicate technically complex and sensitive information.

External

External agencies, partners, suppliers and customers.

Education and Qualifications

- Customer experience qualification (desirable)
- Business related degree (desirable)