# Customer Experience Manager

Reports to: Head of Customer Engagement Strategy Integration

Band: Band 5, HPV Enterprise Agreement 2018

## Position Summary

The primary objective of the Customer Experience (CE) Manager is to design, establish and manage the delivery of best-in-class customer experience strategies that will be applied to HealthShare Victoria’s (HSV’s) business. This role will be pivotal in HSV’s aim to put our health service customers at the centre of everything we do.

The CE Manager will lead customer feedback research strategies to uncover insights and develop and coordinate service improvements with senior leadership across all HSV’s divisions. They will also be responsible for strategic advice in the management of customer helpdesk enquiries, including the review, implementation, and monitoring of customer service standards across HSV.

Strong interpersonal, influencing, organisational and creative problem-solving skills are required, complementing an extensive knowledge and expertise in customer experience.

## Specific Duties and Responsibilities

### Customer Experience

* In collaboration with the appropriate business functions, develop and implement a customer experience strategy and governance framework aimed to improve the customers’ experience across all touchpoints.
* Develop and implement strategies to improve the customer relationship establishing communication channels and mediums through which our health service customers can communicate effectively with HSV, and vice versa.
* Create and maintain customer experience artefacts including customer empathy maps and personas, and customer journey and experience maps.
* Establish and oversee the collection, analysis, interpretation and reporting of customer metrics and interaction data, to unpack meaningful insights (pain points and opportunities). Work with all HSV divisions to develop initiatives to improve the customer experience and embed human-centred, customer centric approaches and processes across the organisation.
* Working closely with the IT and the Communication teams, optimise the use of customer relationship management (CRM), the website and other digital resources and channels to minimise friction in customers’ interactions with HSV and improve efficiency. Ensure the customers’ involvement in design of all customer-facing systems and processes.

### Customer Service

* Provide expert advice and assist in establishing standards and processes for customer helpdesk enquiries to optimise enquiry management at HSV for both health services and suppliers.
* Ensure the delivery of high-quality customer service to health services and suppliers by establishing and monitoring customer service standards and identifying and implementing improvements in collaboration with internal stakeholders and customers.
* Promote high standards of customer service and a customer centric culture through engagement with senior management across the organisation, Provide education and training on the customer experience journey to internal stakeholders.

### Leadership

* Foster a workplace culture that is consistent with organisational culture emphasising organisational values.
* Maintain strong lines of communication with key stakeholders to ensure the smooth operation of the organisation.
* Support organisational change and growth as requested to assist HSV in fulfilling its legislative functions in line with its Strategic Plan.

### HSV Values and Cross Functional Collaboration

* Establish and maintain strong working relationships with key individuals and groups across HSV’s stakeholder organisations, both internal and external, and develop and apply appropriate engagement and consultation strategies in line with organisational values.
* Represent HSV in appropriate forums to strengthen relationships and improve mutual understanding.
* Place a priority on effectively working with stakeholders from other divisions within the organisation for mutual benefit by seeking and incorporating feedback that will benefit organisational objectives.
* Value the contribution of our internal and external stakeholders and contribute beyond our own tasks to achieve organisational goals and demonstrate this in goal setting.
* Uphold HSV core values; Customer Centric; Accountable; Respectful; Solutions-focused and Open.

### Data Security

* + - Comply with HSV data management policies and procedures, and report breaches and/or vulnerabilities to a manager or the IT Operations team.

While the principal duties of this position are as above, the post holder may be required to undertake other duties from time to time.

## Qualifications and Experience Required

**Academic**

* + - Relevant tertiary qualifications, preferably business administration, or marketing.

**Experience**

* + - Extensive experience in customer experience, contact centres and CRM, specialising in customer insights and research, in both B2B and B2C environments.
    - Experience in Voice of Customer program, CSAT and other customer metrics management.
    - Experience in the effective use and management of IT systems, in particular CRMS, contact centre management systems and other digital channels, data integrity and security desirable.
    - Strong analytical and problem-solving skills.
    - Excellent written, oral communication and presentation skills, including experience in creating high quality management reports for senior management targeted to meet the recipient’s needs.
    - Advanced skills in Microsoft Office Suite in particular Excel, Word, and PowerPoint.

**Personal**

* + - A passionate advocate for customers, able to champion the voice of customer to create meaningful, transformational change.
    - A clear and persuasive communicator, able to work cross functionally to build strong cooperative and collaborative relationships and influence others with diplomacy, tact, and discretion.
    - Creative and innovative, with a strategic vision, confident to take informed risks and experiment with approach.
    - Decisive, iterative, and agile, an effective leader with the ability to work independently and handle multiple projects simultaneously.
    - Ability to meet tight deadlines and work flexible hours to meet business requirements.
    - Available for occasional overnight travel to regional areas across Victoria, when required.