



## JOB DESCRIPTION

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<b>JOB DESCRIPTION</b>			Division: Administration	Department: Head Office
<b>Job Title:</b>	Customer Experience Officer	Ref No.: _____	No. Of Incumbents: _____	Date Described: _____
<b>Main Purpose of Job:</b>	The Customer Experience Officer (CEO) is responsible for improving customer satisfaction, reducing complaints and enhancing experience across the entire customer journey within the Branches. The CEO will establish performance metrics that will ensure continuous improvement and embedment of service delivery. This role is responsible for building and maintaining solid, robust and pertinent communication channels with customers and stakeholders allowing customer feedback (and complaints) to be heard and acted upon consistently and efficiently. The CEO owns stakeholder mapping ensuring that relationship management and tracking is in place. This role is accountable for managing and implementing customer service related standards across the branches. This will include upskilling; training, coaching and monitoring customer service related key performance areas for employees that interact with clients across all branches.			
<b>Required Minimum Education/ Training:</b>	Bachelor's degree in Marketing or Business Administration or equivalent. Certification or knowledge of Adobe, SEO (Search Engine Optimisation), digital marketing and analytics will be an added advantage.			
<b>Required Minimum Work Experience, Skills &amp; Attributes:</b>	5 years in the field of customer service or marketing or a combination of relevant education and experience. Incumbent should demonstrate exceptional leadership, organization, marketing and customer service skills. Must have exceptional people skills; Experience of creating/ managing a customer experience strategy; Proven ability to drive continuous improvement of customer services; Strong stakeholder management and influencing skills; Proven experience of driving and embedding change; Must have an analytical mind-set; Experience in design thinking methodology to deliver propositions; A talented communicator who can influence, negotiate with and engage customers and colleagues; A proven ability to adapt to quickly changing environments, learn at pace, and encourage others to do the same; The ability to be results driven, with strong decision making skills and Experience in process re-engineering.			
<b>Job Description Written By:</b>	_____	<b>Signed:</b> _____		<b>Date:</b> _____
<b>Agreed by Incumbent:</b>	_____	<b>Signed:</b> _____		<b>Date:</b> _____
<b>Approved By 1<sup>st</sup> Line Superior:</b>	_____	<b>Signed:</b> _____		<b>Date:</b> _____
<b>Approved by General Manager:</b>	_____	<b>Signed:</b> _____		<b>Date:</b> _____

## ORGANIZATION STRUCTURE

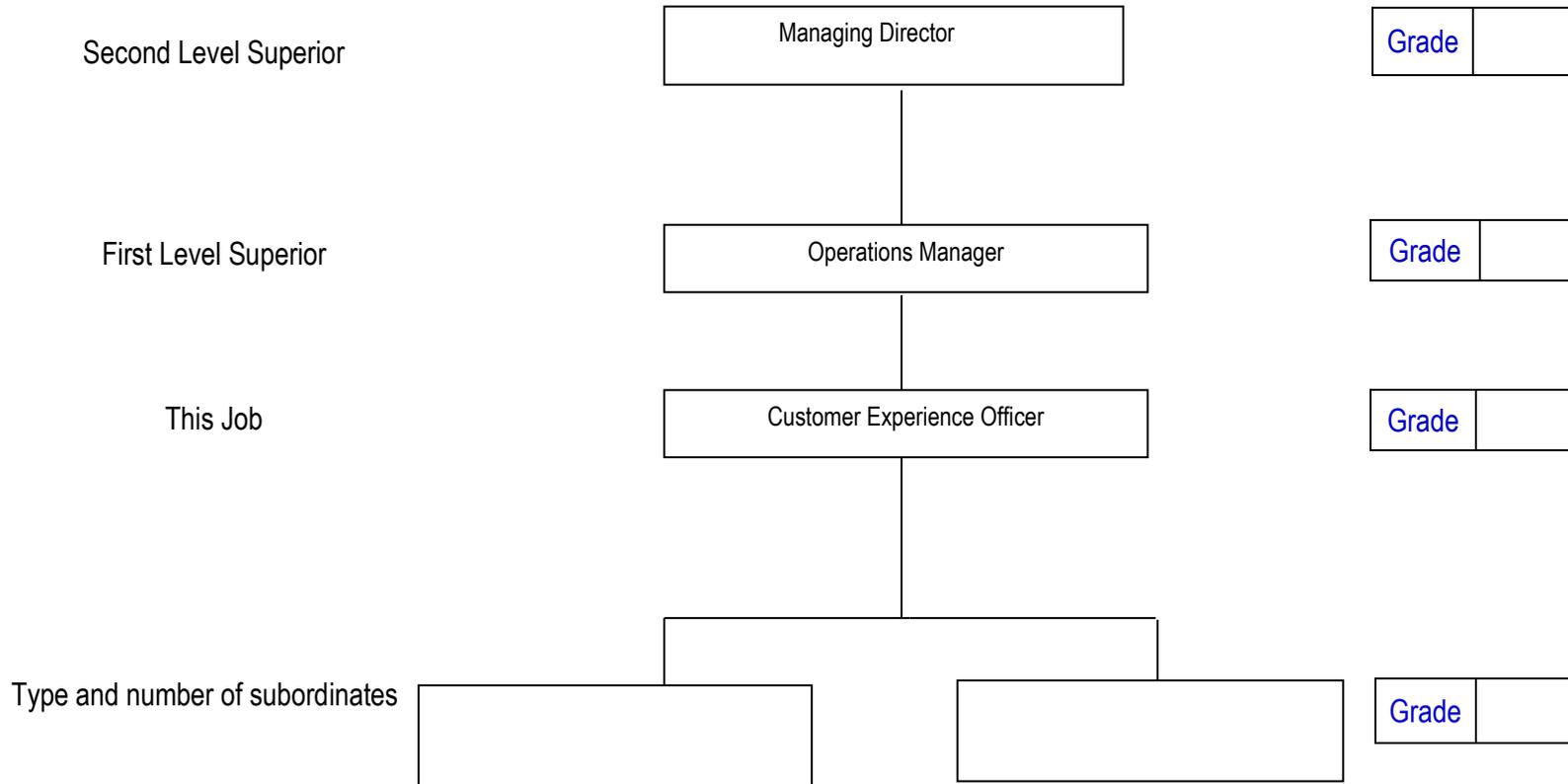
ISSUE NO. 1

APPROVED BY: \_\_\_\_\_  
Managing Director

DATE MAY 2020



# JOB DESCRIPTION





**KEY PERFORMANCE / RESULT AREAS & KEY TASKS**

Key performance / results areas (major activities and responsibilities)	Tasks and inputs	Standard of performance	How often? % of job
<p>1. Development &amp; Implementation of Customer Experience Strategy</p>	<ul style="list-style-type: none"> <li>• Develop and implement strategies aligned to the business strategy that are useful in improving customer relationship, dedication, and satisfaction</li> <li>• Develop, implement and interpret customer service systems, processes and programmes for the effective execution of the business strategy at all branches</li> <li>• Scan the environment and develop solutions that will optimise the achievement of the business' strategic and operational objectives in relation to customer experience</li> <li>• Lead and manage the implementation of the Customer Experience Strategy and programmes</li> <li>• Coordinate, monitor and evaluate the Customer Experience strategy execution</li> </ul>	<ul style="list-style-type: none"> <li>• Contribution to business strategy</li> <li>• Proposals submitted</li> <li>• Customer Experience Framework in place (Strategy, Systems, Policies)</li> <li>• Trend analysis reports</li> <li>• Strategy execution audit report</li> </ul>	
<p>2. Training &amp; Development of Customer Interacting Employees</p>	<ul style="list-style-type: none"> <li>• Develop customer experience training content &amp; material for all staff and branches</li> <li>• Conduct training sessions for all employees that have a role to play in the customer experience value chain</li> <li>• Organise and deliver continuous customer experience training programmes to update customer knowledge and enhanced behavioural service skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual training schedule</li> <li>• Training attendance register</li> <li>• Quarterly training &amp; development reports</li> </ul>	



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3. Customer Experience Management Tools	<ul style="list-style-type: none"> <li>• Create customer experience management tools that will enable collection of detailed profiles and data of clients, segmentation, and establishment of personalized communication with customers over a number of channels.</li> <li>• Create surveys, which will enable feedback from customers, service providers and all stakeholders that the business deals with.</li> </ul>	<ul style="list-style-type: none"> <li>• Survey data analysis and reports</li> </ul>	
4. Customer Relationship Management	<ul style="list-style-type: none"> <li>• Champion opportunities to consistently Improve the Branches customer experience</li> <li>• Drive customer retention, reduce churn, and increase customer satisfaction</li> <li>• Map the customer journey and identify opportunities to proactively intervene on the client’s behalf</li> <li>• Guide teams in effective client issues resolution and handle any escalations</li> <li>• Develop listening points in the customer journey, define segmentation of customer base and varying strategies, and identify opportunities for continuous improvement</li> <li>• Test new strategies for driving customer value</li> <li>• Continually review and evolve the collection of processes used to track, oversee and organize every interaction between the customer and</li> </ul>	<ul style="list-style-type: none"> <li>• Net Promoter Score (NPS)</li> <li>• Customer Satisfaction (CSAT)</li> <li>• Customer Effort Score (CES)</li> <li>• Customer Churn Rate</li> <li>• Customer Retention</li> </ul>	



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	cheerfulness throughout the lifecycle		
5. Performance Management	<ul style="list-style-type: none"> <li>Advise and assist Supervisors with regards to Performance Management key performance areas related to customer service</li> </ul>	<ul style="list-style-type: none"> <li>Mid- Year and End of Year Performance review reports</li> </ul>	
6. Internal Staff Liaison	<ul style="list-style-type: none"> <li>Work closely with marketing team and Branch Managers and agree on strategy, deliverables &amp; deadlines for implementation of campaigns, events and promotions that have impact on customer services</li> <li>Visit branches regularly to source information, update and check progress of various projects relating to customer experience</li> <li>Create and deliver Customer Experience Induction, embedding the customer service behaviours to all new employees.</li> <li>Proactively work with the Branch Managers and stakeholders to drive changes and improvements.</li> <li>Be subject matter expert for the business on customer experience, providing input and guidance.</li> <li>Keep up to date with emerging trends and industry best practices from top players in Customer Experience both inside and outside of our industry.</li> <li>Work closely with the place activation and wider added value service teams on delivery of projects.</li> <li>Support with research and share industry insights and standards to wider management team.</li> </ul>	<ul style="list-style-type: none"> <li>Input into annual marketing plan and customer experience Project Plan</li> <li>Project Progress Report</li> </ul>	
7. Manage Budget	<ul style="list-style-type: none"> <li>Create and manage annual budget for customer experience related opex</li> </ul>	<ul style="list-style-type: none"> <li>Financial reports</li> </ul>	



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	and capex		
8. Perform any other reasonable duties as requested.	<ul style="list-style-type: none"> <li>Perform any other reasonable duties as may be requested by Management.</li> </ul>	<ul style="list-style-type: none"> <li>Any other duties performed.</li> </ul>	

**NOTE: All pages to be initialed by all signatories**