NCBA

Job Title:	Manager, Voice Of Customer	Reports to:	Head of Experience Management
Unit:	Experience Management	Department:	Customer Experience
Grade:	Band 5	Date:	
Job holder:		Supervisor:	
Signature:		Signature:	

Job Purpose Statement

Responsible for the strategy, design and solutioning of a holistic Voice-of-Customer ("VOC") and Customer Insights Programme to embed a data-led, customer-centric culture.

This role will also be responsible for driving and implementing a VOC programme and CX measurement framework, working cross-functionally to ensure that we are capturing the voice of customers across all interactions, understanding the pain points, and creating a closed feedback loop to drive a holistic and iterative improvement process.

Key Accountabilities (Duties and Responsibilities)

Perspective	% Weighting (to add up to 100%)	Output
Financial	**10%**	Design and implement a framework that will continuously deliver; • Optimal efficiency, compliance and cost containment through reduced exposures and impact of risks associated with service provision in line with policies, regulatory guidelines, Consumer Protection Act (Kenya) and any other consumer guidelines as guided by country of operations • Improved customer life time value through continuous improvement in service delivery • Measure financial impact against CX related SLAs
Internal Business Processes	**30%**	• Develop the required reporting framework and build meaning dashboards to deliver an insightful overview of customer sentiments/satisfaction for adoption and usage • Define and implement the required tech/systems to capture the metrics needed; work with Data team to ensure all data points are joined up to create an end-to-end view

		• Conceptualize and implement internal programmes to get VOC closer to the ground - enabling all staff to appreciate customer pain points and devising action plans to improve customer experience • Run VOC Forum sessions; engage the management and cross-functional teams to deep dive on core issues and use the data to find the answers • Build an end-to-end measurement and improvement process to drive a close loop, iterative improvement process • Drive customer experience research and ensure that research moved beyond data, to genuine insights that can be used to influence business / product / operational decisions.
Customer	**50%**	• Drive CX measurement framework & metrics (NPS, CSAT, User love metrics etc..) by developing a logical and holistic framework that ties key metrics that impact customer experience to business outcomes • Set up and run a comprehensive Voice of Customer Programme - define the objectives, methodology, logic, channel, contact strategy for capturing VOC across all touchpoints (App, branches, Social Media, Reviews etc…) • Scope and implement the tracking methodology for capturing customer interactions and feedback across the customer touchpoints - enabling a single view of customer satisfaction across their customer journeys
Learning and Growth	**10%**	**Stakeholder empowerment** • Identify and support CX coaching consumer insight needs for stakeholders at various levels **Personal Growth** • Manage personal learning and development against personal develop plan

Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	Customer Insights Officer
Indirect Reports	None

Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
Internal	**External**
Experience Management Engineering Business Units Risk Marketing & Communication Data Science Contact Centre	Research Partners Customers

Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make *(Indicate if it is Operational, Managerial or Strategic). Please also highlight any budgetary control responsibility if applicable for the role.*
Managerial Budgetary responsibility

Work cycle and impact: time horizon and nature of impact (Planning) *(e.g. Less than 1 week, 2 weeks, 2 weeks – 1 month, 1month – 3 months, 3-6 months, 6-12 months, above 1 year)*
6-12 months: Contribute to the development and implementation of tactical and strategic plans for the Experience Management unit **+1 Year:** Own the development and implementation of tactical and strategic plans for the Customer Experience unit.

Ideal Job Specifications
Academic: University degree Upper 2nd Class Honors or 3.0 GPA **Professional:** Proficient in use of relevant MS Office applications and statistical packages. Certification in Quality Assurance an added advantage Certification as a research analyst Quality Assurance experience an added advantage **Desired work experience:** At least 6 years working experience in a customer service environment and/or customer insights & analytics

NCBA Bank Core Value Behaviours (Performance Drivers)
Driven. Describes people who are decisive, bold, and passionate, aiming to deliver to the highest standards of expectations with ease. We seek new challenged and appreciate different views constantly raining the bar and exploring full potential.
Open. Describes people who are inclusive, listening to each other and our customers. We always respect each other and hold candid interactions with honesty and transparency.
Responsive. Describes people who are proactive, act quickly and resolutely to deliver results. We put our customer's interests at the heart of all that we do. We keep it simple and seek new ways to innovate.
Trusted. Describes people who value teamwork, have high standards of integrity. We keep our word and are accountable and believe in each other. Seek to be trusted partner, always doing what is morally right.

Ideal Job competencies

Technical Competencies	
	• Knowledge of research methodologies and tools • Expertise in insights generation to drive positive outcomes in customer experience using experience management tools such as Customer Journey maps, personas etc. • Skills and familiarity with CX measurement, data tools and survey platforms • Affinity for working with quantitative data, while appreciating the art form that comes with applying it to customer engagement • Familiarity with both quantitative and qualitative research methods + research best practices. • Hands-on experience in building data-driven models and dashboards • • Leadership and team management • Excellent problem solving and analytical skills • Knowledge of MS Office applications and statistical packages. • Planning and organizing skills for effective planning and execution of tasks and projects within timeframes and budget. • Coaching and training

Leadership Behaviours - Competencies (Performance Drivers)	
Leadership	• ***Leadership Skills***: Team Building and ability to train, develop and mentor staff; Presents new challenges and opportunities to the team to enable them to demonstrate and achieve their full potential; encourages and inspires team learning • ***Interpersonal Skills***: Ability to lead, build and influence motivated teams • ***Negotiation Skills***: Must be a good negotiator, particularly in changing behaviour and work practices but always Win/Win • ***Innovative***: Creative and adaptive to change. A team player who is supportive of other's ideas and innovations, collaborates in a culture of knowledge-sharing and team learning to strengthen the organisation's work • ***Reliable***: Ability to take responsibility and exercise it well. A flexible and "hands on" approach
Communication	• Promotes a free flow of information throughout the organisation (upward, downward and across). • Communicates effectively to a wide variety of audiences at all organisational level • Presents a compelling rationale to support one's position and manage the expectations of key stakeholders • Strong communication skills: well developed oral and report-writing skills; the ability to present ideas and financial processes with conviction
Selling the Vision	• Vividly communicating a compelling view of the future state in a way that helps others understand and feel how business outcomes will be different when the vision and values become a reality
Raises the Bar	• Establishes challenging goals that continuously raise expectations of performance in line with the strategy; creates a team performance culture of continuous improvement and development
Fostering Collaboration	• Working effectively and cooperatively with others; establishing and maintaining good working relationships to facilitate the accomplishment of work goals; actively participating as a member of a team to move the team toward the completion of goals; acts as a positive role model.
Coaching & Developing Others	• Providing feedback, instruction, and development guidance to help others excel in their current or future job responsibilities; planning and supporting the development of individual's skills and abilities.
Empowerment & Delegation	• Sharing authority and responsibilities with others to move decision making and accountability downward through the organization, enable individuals to stretch their capabilities, and accomplish the business unit's strategic priorities.
Building Organisational Talent	• Establishing systems and processes to attract, develop, engage, and retain talented individuals; providing challenging and stretch tasks and assignments; holding frequent development discussions; constructing compelling talent development plans and executing them.

Leadership Behaviours - Competencies (Performance Drivers)	
Business Savvy/Acumen	• Demonstrates a keen understanding of basic business operations and the organizational levers that drive profitable growth; Understands the operating environment, the customers, competition and how their strategies and tactics work in the marketplace; applies knowledge to develop and execute strategies and tactics to drive business results.
Driving for Results	• Driving high standards for individual, team, and organizational accomplishment; tenaciously working to meet or exceed challenging goals; deriving satisfaction from goal achievement and continuous improvement.

Behavioural Competencies	
	• Excellent analytical and communication skills. • Desire to collaborate with the team and build working relationships

- Familiarity with both quantitative and qualitative research methods + research best practices.
- Hands-on experience in building data-driven models and dashboards