

Job Description

Job title:	Customer Insights Specialist
Reports to:	Customer Insights Manager
Responsible for:	No Direct line management responsibility

Role Overview

We make moments that matter by truly caring about our customers and ensuring they are at the heart of everything we do.

Like us, you are committed to exceptional customer service, and working hard to ensure our customers feel valued, heard, and supported. We deliver affordable homes and build better futures by actively listening to the needs and aspirations of our customers. We work to create communities where people feel safe, secure, and empowered. By fostering open communication, offering tailored services, and continually striving for excellence, we all aim to build lasting relationships that go beyond housing – enhancing lives and contributing to thriving, vibrant communities where everyone can feel good to be home.

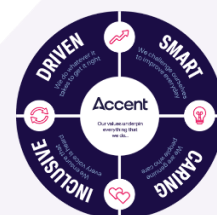
As the Customer Insights Specialist, you will be at the forefront of analysing customer data to drive service improvements. You will work closely with the Customer Insights Manager and other internal stakeholders to design and manage multi-channel feedback systems, conduct research, and apply advanced analytics techniques to uncover actionable insights. Your work will be critical in shaping strategic decision-making, ensuring that our services align with the needs of our customers and contribute to an enhanced customer experience. You will have the opportunity to directly impact how we engage with our customers and improve the services we offer, making a significant difference in their lives.

Core Values Alignment

We live and breathe our values. We are Smart, Driven, Caring, and Inclusive. Our colleague and leader competency framework underpins this and helps provide focus and clarity around the behaviours and attributes that are expected at Accent. Our focus on value for money ensures that we continue to spend wisely, work productively and make the best use of our resources. This is all about how we do things: it's what we expect everyone to embrace and work towards in their roles.

As the Customer Insights Specialist, you will align with these values by using smart data techniques to provide insights that enhance customer experiences. You will be driven to deliver impactful, data-driven recommendations that inform business decisions, while being caring in your approach to understanding and responding to customer needs.

Through inclusivity, you will collaborate across departments to ensure that our insights reflect the diverse voices of our customers, fostering a better understanding of their needs and aspirations. Your work will contribute to creating a supportive, customer-focused environment where data leads to meaningful improvements.



Key Responsibilities and Duties

- Utilise customer data to design and implement multi-channel feedback systems, collecting valuable insights from various sources to inform service improvements.
- Conduct both qualitative and quantitative research, including surveys, focus groups, and customer journey mapping, to gather comprehensive insights into customer needs and experiences.
- Analyse complex datasets using advanced analytics techniques, such as predictive modelling and data mining, to uncover trends and patterns in customer behaviour.
- Provide detailed reports and recommendations to support strategic decision-making and service design, ensuring that customer insights are effectively used to improve services.
- Collaborate with colleagues across departments to facilitate workshops, focus groups, and service review sessions, engaging both customers and stakeholders to refine service delivery.
- Consult with Communications and Public Affairs to integrate customer insights into public messaging and campaigns, aligning customer communication strategies with their needs.
- Stay informed about demographic trends, external policies, and industry best practices to ensure that Accent remains at the forefront of customer service innovation.
- Ensure that data governance standards are maintained, including compliance with data protection regulations, to safeguard customer information.
- Provide ongoing support for the development and delivery of customer-focused initiatives, working closely with internal teams to turn insights into actionable strategies.
- Collaborate with third-party service providers to integrate insights into broader organisational strategies, ensuring that all feedback is used to drive continuous improvement.

The must haves:

- Demonstrated experience in customer insight analysis, including performance benchmarking, data mining, and predictive modelling.
- Proficiency with business intelligence tools and techniques, with the ability to analyse and interpret complex data.
- Strong experience in conducting satisfaction surveys, customer feedback methodologies, and multi-channel feedback systems.
- Ability to present complex data insights clearly to a variety of stakeholders, both technical and non-technical.
- Passionate about using data to drive service improvements and enhance customer satisfaction.
- Excellent communication and collaboration skills, with the ability to work cross-functionally within the organisation.

The added extras:

- Experience in the housing or customer-focused sector.
- Proficiency in qualitative and quantitative market research techniques.
- Knowledge of advanced analytics techniques such as machine learning, sentiment analysis, and A/B testing.
- Experience with project management, including Agile methodologies.
- Strong ICT skills and knowledge of cloud-based analytics platforms.

This role description highlights key responsibilities but is not exhaustive. Colleagues will agree on priorities with their Line Manager and are expected to work flexibly, supporting the team and working collaboratively across teams to deliver outstanding results for our customers. Working together as one team is our norm at Accent and reflects how we achieve success and meet the organisation's evolving needs.

We work flexibly and on an agile basis. We design our work around the customer with the focus being on ensuring we deliver the best possible service to our customers and to the best of our abilities. How and where you work will be agreed with your line manager to achieve the best outcome for both the organisation and for you, wherever possible.