



WE NEED YOU

WE'RE LOOKING FOR

Customer Experience Insights Manager

LOCATION:

Chertsey & Home Working

WORKING HOURS:

Monday – Friday, 37.5 Hours Per Week

SALARY/DAY RATE:

£48k - 52K Per Annum

OTHER BENEFITS:

15% Bonus, Company Allowance, Life Assurance, PerkBox Discounts, Aviva Pension, Samsung Discounts, Company Sick Pay.

CONTACT TYPE:

Permanent

REPORTING IN TO:

Client Service Manager

WE'RE LOOKING FOR AN INCREDIBLE INSIGHTS MANAGER

As our Customer Experience Insights Manager your new role will be to generate key insights from a variety of data sources to help Samsung identify opportunities to improve their Customer Experience (CX) Performance and aid in the execution of their insights led strategy.

The Insights Manager is responsible for leading the development and execution of insights-driven strategies, improving the customer experience and customer service operations at Samsung UK.

This role will work closely with cross-functional teams to establish an insights led culture focused on gathering, analysing, and interpreting customer data to identify continuous improvement opportunities post-sale.

The CX team's goal is to engage and retain customers through their product life span, retaining customer loyalty.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

INSIGHT & DATA ANALYSIS

- Reactively follow lines of enquiry based on trends and business performance to support
- Proactively delve into data to generate insights to drive customer journey improvements as well as business performance
- Build a data infrastructure that combines multiple sources into a single insights pool that can be utilised by the CX division and the wider Samsung UK business
- Utilising SQL and ETL platforms to make sense of large data sets
- Proactively explore and identify key insights for online and offline marketing

REPORTING & RESEARCH

- Establish reporting and dashboards to ensure that the journey and operational teams have live access to tracking performance and monitor the impact of changes and improvements implemented
- Translate key insights and recommendations into a clear format for internal team members with differing levels of understanding to utilize
- Use data visualisation tools such as Tableau and global BI systems
- Analyse qualitative data and extract valuable insights e.g. verbatims, research studies

INNOVATION

- Leading the development and execution of insights-driven strategies that improve the customer experience and customer service operations at Samsung UK.
- Generate key insights from a variety of data sources to identify opportunities to improve Customer Experience (CX) Performance
- Utilise insights to support wider teams with future strategies

Samsung
Customer
Experience
Insights Manager

- Own the future focused research strategy and engage with market leading research providers to ensure Samsung Customer Experience is designed for the future

STAKEHOLDER MANAGEMENT

- Supporting both b2c and b2b teams with their insight and reporting requirements
- Support internal and external teams and agencies with insights generation, analysis, reporting
- Build relationships with operational, subsidiary and HQ teams to generate the right commercial outcomes.
- Establish and maintain relationships with key stakeholders across the UK, European and Global HQ to align on strategy and model best practices.
- Ability to translate data into audience-appropriate formats including presentations

CUSTOMER EXPERIENCE JOURNEY ANALYSIS

- Drawing insights from data covering all aspects of CX engagement with customers across the end-to-end customer journey

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- Demonstrable experience in Online Analytics and Insights
- A proactive team player
- A strong relationship builder, with excellent communication skills
- Demonstrable experience in Online Analytics and Insights
- Can work independently to bring projects and ideas to life
- Extensive Analytics Experience, working with both Adobe and Google Analytics, plus other others

Experience in using Data Visualisation Tools (e.g. Tableau) and Global BI system

Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.

