

Job title: Insight Manager CX Tracking

Core information

Location: Bracknell with Blended Working	Shared Capability Area: Data, Insight & Analytics
Reports to: Measurement and Tracking Lead	
People Management: Yes Assignment Management: Yes	
Partnership Level: Partnership level 6	Manager's Partnership level: Partnership level 5
Number of direct reports:	Partnership level(s) of direct reports

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

To manage and deliver a best in class customer CX tracking programs, monitoring and identifying insight and recommendations that can help Senior stakeholders drive better business decision making aligned to the Partnership plan & delivering a better customer and Partner experience

Primary Outcomes & Accountabilities	Measures of success
<p>What you lead</p> <ul style="list-style-type: none">• Lead significant CX (CSat) tracking related insight projects for the line of business delivering clear, relevant, robust and actionable insight to stakeholders• Lead the scoping of insight objectives for complex projects and agree with key stakeholders ensuring the right	<ul style="list-style-type: none">• Drive CTTO scorecard metrics• Deliver a consistent customer sentiment tracking program on a weekly / monthly quarterly basis against the needs of business stakeholders<ul style="list-style-type: none">• Manage delivery of the program within the agreed budgets and timings including at least 1 tangible reporting improvement / innovation per quarter

methodologies are used

Evangelist for

- Constantly seek out more powerful, richer insight sources / opportunities and demonstrate an ability to be innovative and proactive using external sources and customer trends
- Be the champion of customer sentiment, continually putting Customers at the heart of planning and strategic thinking and helping Partners understand brand and CX tracking methodologies and measures including NPS and CSAT methodologies
- Be an ambassador for the function internally and externally, showcasing the positive customer centric approach JLP takes with customer sentiment tracking

What are you responsible for

- Ensure monthly and quarterly tracking and insight objectives are clear and agreed with key stakeholders, and adopt the most appropriate methodology to drive robust actionable insight
- Ensure there is a robust and timely tracking reporting program in place, delivering access to the insight and data needed via the Litehouse or other trackable self serve & DMO approved options
- Deliver concise, articulate insight and recommendations that can improve metrics, in a compelling and engaging way and encourage stakeholder feedback to continually optimise and improve output
- Work closely with key teams across the business e.g Customer Care & Loyalty team to ensure the most holistic and reflective customer sentiment is reported
- Provide Q&A of all insight project outputs /

materials Agency and Partner suppliers

- Ensure projects are delivered on time and within budgets by Partner agencies
- Manage and challenge 3rd party suppliers effectively,

- Demonstrate a measurable uplift in engagement and views of the customer sentiment tracking (via Litehouse or another trackable platform)
- Demonstrate clear, quantified actionable insights that can make a measurable improvement on tracking scores shared at the right forums to drive change
- Ensure an above benchmark Stakeholder project satisfaction score for all insight projects across the year
- Deliver a team Happiness index score in line with DI&A benchmarks

driving greater value for money and data accuracy while
also
ensuring they are consistently delivering for the business'



strategic needs

- Ensure full post project wash ups are held with agency / supplier partners to ensure we are maximising value

Your team management responsibilities (where line management is applicable)

- Lead a happy and high performing team as judged by the Happiness survey & ongoing contribution and objective setting linked to Business scorecards
- Manage regular team meetings to ensure a sense of connection and foster a sharing culture around research outputs and broader DI&A connections

Products and toolkits

- Maintain a clear product toolkit of CX reporting and deep dive options including self serve and bespoke
- Manage and maintain the CX tracking bible ensuring consistency across JLP
- Constantly seek out more powerful, innovative of richer ways to build out the 360 degree view of the customer sentiment including how this can be integrated into DI&A transactional data

Skills

- A CX tracking expert - comfortable responding to quick-fire requests for metric reporting or insight derived from tracking to answer business questions and inform strategic decision making.
- Highly analytical and able to digest large volumes of data and translate complex analytics findings into actionable recommendations extract
- Able to form a coherent story, illustrated with key facts in a succinct and punchy paper/deck to answer specific business questions.
- Ability to work quickly and accurately to tight timeframes and able to scope and define clear briefs and interpret and quickly understand insight requirements
- Ability to manage agency providers and self serve programs with clear and trackable improvement results
- An ability to conduct a range of analysis including longitudinal, correlation & cluster analysis is important



Qualifications & Experience (where applicable)

Essential

- Extensive experience in a customer CX tracking role, either client or agency-side, gathering and leveraging a range of insight and data sources to drive action in either grocery or retail environments
- Strong technical insight generation & or research background with qualitative & quantitative experience
- Experience managing direct reports including, culture development, process matrix management and collaboration with consultancies and partner agencies
- Active industry networks to bring best practice research & insight initiatives and innovations to JLP
- Demonstrable thought leadership through collation, interpretation and analysis of multiple sources of data.
- Building, managing and influencing diverse cross functional stakeholder relationships
- across all levels of a business.
- Powerful storytelling, specifically communication and visualisation that brings insight to life for a senior business audience.
- Outstanding commercial acumen and experience applying insight in a fast paced commercial environment.

Desirable

- Experience in more Purpose led & or employee owned environments
- Experience of linking survey and transactional data and supporting SCV development

Version	Created/updated by	Date
1	Dean Taylor	May 2024