

Job Description

Basic Job Information

Job Title	Customer Proposition and Ownership Manager
Brand/Function	Volkswagen Commercial Vehicles
Department	Sales
Job Grade	F
Location	Blakelands
Role Reports to	Head Of Sales
Direct Reports	1
Budget Accountability	Yes – agreed annually by Director

Job Purpose

Develop customer propositions for both commercial and lifestyle customers aligned to the Brand strategy,

Own the end-to-end customer experience strategy, including interaction, loyalty, and roadmap development, across all channels and customer segments. Drive performance from acquisition through repurchase, encompassing sales, Aftersales, and all in-life touchpoints, both online and offline.

Leverage customer insights to identify and remove journey friction, overseeing the delivery of targeted improvement plans. Success will be measured through customer retention, CEM performance, and improved network and brand efficiency and profitability.

Lead direct engagement and decision-making with key Fleet customers, senior Fleet leadership, and internal stakeholders to ensure delivery of the brand's fleet aftersales ambitions across the network.

Act as the Fleet Aftersales brand authority, supporting technical escalations and leading resolutions to maximise vehicle uptime.

Key Areas of Responsibility

Customer Proposition –

- Work with brand and group stakeholders to co-develop customer propositions for Commercial & Lifestyle customers

Customer Journey –

- Use CX insight sources (e.g., CX Insights, CEM, CSC, NCBS, Mystery Shop, social sentiment, surveys) to identify trends and prioritise customer experience improvements.
- Lead customer journey mapping to understand behaviours, needs and friction points; translate findings into actions across Digital, Sales and other stakeholders.

- Own the customer journey management process, defining the information and interventions needed at each stage to improve conversion, retention and loyalty.
- Optimise touchpoints across the lifecycle to increase satisfaction and advocacy, ensuring interactions meet customer needs.
- Lead a cross-brand working group to deliver an optimised journey roadmap that drives sales conversion and in-life purchases.
- Define and run an insight-sharing framework; act as the single point of contact linking CX, Brand teams and factories.

Customer Quality (Not applicable to Audi)

- Own complaint management, goodwill, policies and budget; maintain knowledge base communications for CSC and network.
- Partner with Group CSC to improve service performance (CSAT/NSAT) and deliver change effectively across stakeholders.
- Lead brand input to CSC transformation projects and adoption of new tools (e.g., chat bot, live chat, FAQs).
- Ensure CEM and related programme changes are implemented and clearly communicated to field teams and the network.

Fleet Aftersales –

- Lead Fleet Aftersales direction with key fleet customers and internal stakeholders to align the fleet experience to the brand service promise.
- Maintain senior stakeholder and customer relationships; escalate issues quickly to protect uptime.
- Drive fleet aftersales and maintenance loyalty through targeted opportunities and robust business cases.
- Work with fleet, CSC, warranty/technical teams and the network to deliver an industry-leading fleet aftersales offer.
- Represent large fleet needs with factory stakeholders across programmes, quality and vehicle development.
- Support key account tenders and meetings by defining national fleet programmes (e.g., mobile servicing, roadside assistance, CSC support, mobility solutions).
- Deliver fleet aftersales projects end-to-end, from concept to implementation, improving service propositions and customer support.
- Enable fleet workshop operations (where applicable) with self-warranty, technical support, tooling and training via the NLC.
- Improve fleet uptime through processes that increase transparency of repair status and resolution times within CSC/NSC.
- Manage recalls and campaigns for fleets, ensuring rapid completion and clear communication of impact.
- Own national fleet pricing and performance reporting, including competitor benchmarking and SMR/labour rate reviews.
- Develop and maintain a fleet SLA to support tenders and set clear service expectations.
- Become the Fleet Aftersales Industry expert by attending relevant Forums, BVRLA meeting and general market insight.

Compliance Responsibility

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Working Relationships

• BOM Members – CX, IT, Brand • Senior Leadership Team in Brand • Marketing Department • Product Planning Department • Sales Teams – Network & Fleet • One.Aftersales • VWG CX Department • CSC • Factory • Large Fleet Customers & Leasing Companies • Group Fleet & Fleet Business Centre

Skills

• People Management • Influencing • Senior Stakeholder management • Excellent communication skills • Customer centric thinking • Strong analytical and data presentation skills • Commercial and financial acumen • Ability to distil complex topics and into clear actionable plans
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Experience

• Senior role in large organisation • Team Management • 3rd party supplier management • Budget responsibility • Working with data insight and intelligence • Experience of working with

Qualifications

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Career Pathways

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Version Control

Date	Version No.	Reviewed by	Comments/Action
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