

Customer Journey Manager

Basic Job Information

Job Title	Customer Journey Manager
Brand/Function	VWPC, SKODA, CUPRA/SEAT
Department	Marketing
Job Grade	D/D2
Location	Blakelands
Role Reports to	Customer Experience Strategy Manager
Direct Reports	0
Budget Accountability	Yes - Determined by Director

Job Purpose

Responsible and accountable for contributing to overall improvements in Customer Experience throughout the customer journey to support delivery of brand objectives for Loyalty, Retention and Customer Satisfaction. Be known as the customer expert, leveraging available insight and ensuring that a customer centric approach is taken in relevant decisions across the business. Providing direction and insight to brand Senior Management down, to implement the necessary customer focus and actions to achieve business objectives

Act as the brand point of contact for the Group CSC team in particular where brand actions are required as outputs or where new brand activities and initiatives are needed as inputs to the CSC (including sharing of knowledge and best practice).

Key Areas of Responsibility

Customer Journey

- Support the Customer Experience Strategy Manager with customer journey mapping in order to understand customer behaviour and friction points to inform the customer experience.
- Segment customers into different customer journey "buckets" to identify which customers are in which phase and what actions may be required.
- Manage the regular cross brand working party responsible for steering of brand customer experience activities and implementation programmes to optimise the customer journeys using an omni-channel approach. .
- Responsible for daily management of the insight framework that ensures timely data insights are shared with the most relevant parties within the Brand and One.Aftersales, in order to develop customer offerings and journeys. For example, MPM and NCBS data to the Product team.
- Manage brand requirements and customer journey improvement projects that require collaboration between the Brand and CSC teams, for example implementation and BAU needs for live-chat, self-service information, FAQs.

Customer Quality

- Support the Customer Experience Strategy Manager with leading the Brand 'COBRA' (brand emergencies) and escalations meetings and process ensuring that appropriate action plans are documented and followed through. Example crisis management topics -

Watchdog complaints, compliance issues, stop sale requests, emergency recalls. Act as subject matter expert for customer actions and communications

- CX Intelligence Team daily contact for CEM/NFDA/NCBS/IACS/DSS surveys.
- Work with relevant Brand, Group and factory teams to develop and maintain measurable action plans against CEM and other survey insights.
- Ensure any changes to CEM or other programmes are implemented and communicated to all brand stakeholders including field teams and network.
- Work with the CX team to drive CSC improvement plan in line with brand expectations (e.g. CSAT (customer satisfaction), NSAT (network satisfaction), balanced scorecard, CSC Training and Knowledge).
- Ensure the CSC and Network are kept up to date with all brand specific update to fuel the 'Knowledge Base'
- Responsible for managing effective processes, policies and budgets for mobility programme, being the escalation point for CSC mobility cases and overall sign off for cases over £10,000
- Manage the customer care and goodwill policy and budgets on behalf of the Brand, working closely with the Network, CX and CSC team. Regular reviews to ensure the Brand is Group aligned and processes are fit for purpose.
- Support network performance management, in collaboration with the Operational Sales and Aftersales teams on topics such as CEM sample quality, CSC interactions, Mobility spend and policies, Goodwill spend and policies, case management and customer care overheads budget.
- Liaison with VWG's legal team and solicitors as necessary, together with CSC Safety specialist and Brand representatives, ensuring all legal cases that are sent to Director or Heads of Department follow the correct process.
- Support all Factory requests for updates on CQ topics, working in consultation with operational leads in One.Aftersales and Sales Teams.
- Task ownership and responsibility for operational matters. Have an active involvement in any business transformation projects and workstreams.
- Support and take an active role in the establishment of the new processes, technology, ways of working, rules of engagement and business needs relating to business transformation projects.

To adopt responsibility as a key stakeholder within the Environmental Compliance Management System (ECMS) and/or Product Compliance Management System (PCMS) 1st Line of Defence (LoD). Responsible for owning and day to day management of local Environmental & Product related risks as identified within the ECMS and/or PCMS programmes; ensuring continued compliance with VWG Policies.

Compliance Responsibility

Working Relationships

- Head of Marketing
- Brand Senior Leadership Team
- VWG CX department
- CSC Team
- Group Legal team
- Factory HQ
- Head of Customer Management, VWG CX
- Customer Journey Managers across other Brands
- Network
- Operational Teams in One.Aftersales and Sales Teams
- CEM Agency
- Other Marketing Teams

Skills

- Must have good negotiation presentation and communication skills and be able to communicate at a senior management / board level.
- Must be flexible and adaptable to fast changing situations.
- Good organisational skills are required for the successful management of multiple and varied projects.
- Must be approachable, fair and reasonable.
- Analytical and able to determine priorities from a mass of data.
- Customer Centric thinking.
- Has tenacity and determination to achieve results, despite set-backs.
- Ability to use their own time and that of others efficiently and effectively.
- Strong attention to detail.
- Able to manage diverse and significant budgets on a monthly basis.

Experience

- Customer experience
- Working with data insight and intelligence

Qualifications

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Career Pathways

- Customer Experience Strategy Manager
- CSC Operations Manager
- CSC Experience Manager
- CSC Performance Manager
- CSC Development Manager
- Group Insight Manager roles in CX

Version Control

Date	Version No.	Reviewed by	Comments/Action
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on the intranet and therefore this document is uncontrolled if printed.			