

Customer Experience Lead

Team: Customer Experience and Membership Department

Responsible to: Head of Customer Experience and Membership

Responsible for: Customer Support Advisors

Location: MHFA England central office and home working

Overall purpose of the role

Responsible for leading the delivery, performance and continuous improvement of MHFA England's customer experience and business processes; ensuring customers and stakeholders receive brilliant, efficient and consistent support across all interactions.

The role combines reactive operational leadership with proactive strategic improvement. It leads the Customer Support function, providing operational leadership for the delivery of high-quality customer service, managing escalated issues and ensuring service standards are consistently achieved. Alongside this, the role leads process improvement and optimisation and champions customer experience best practice across the organisation.

Working collaboratively with colleagues, customers, and stakeholders, this role will lead the development of the organisation's processes and customer journeys, identifying and designing improvements to ensure excellent, accessible, and inclusive customer experiences while driving efficiencies.

Key responsibilities

Strategy, planning & budgeting

1. Input into functional and cross-functional strategies and plans, where relevant, based on detailed understanding of Customer Experience, the organisation's business processes and potential impact on MHFA England's customers.
2. Plan own work to deliver against the functional plans and targets and any relevant cross-functional projects.

Implementation

3. Manage the operational delivery of Customer Support services in line with agreed strategies, plans and targets.
4. Develop systems, frameworks and policies to support the delivery of effective customer support and optimised customer experiences, which drive customer satisfaction levels
5. Own and maintain MHFA England's customer journey and process maps, ensuring business processes and customer journeys are consistently mapped, maintained and improved
6. Act as a champion for the customer voice, advising the organisation and ensuring customer needs are central to organisational decision-making and service development.
7. Manage projects to support process improvements and the effective delivery within the Customer Support team.
8. Identify potential risks and issues impacting customer experience and service delivery, ensuring appropriate controls are in place and adequately managed.

Role-specific implementation tasks

9. Line management and service delivery of the Customer Support team, ensuring high-quality support for all customers within SLAs
10. Analyse insights, data, business processes and operational performance to identify trends, root causes and opportunities to improve customer experience, operational efficiency and ensure accessibility and inclusion
11. Collaborating with internal and external stakeholders, lead the mapping, review and continuous improvement of customer journeys and business processes, ensuring consistent documentation and governance.
12. Ensure the collection, analysis and reporting of customer feedback, ensuring customer insight informs service improvements and organisational decision-making
13. Manage customer service performance frameworks, reporting and KPIs, providing recommendations to improve customer satisfaction, service quality and efficiency

14. Manage escalated customer complaints in line with the organisation's complaints policy, ensuring effective resolution and organisational learning
15. Implement and maintain knowledge management resources, including FAQs, standard operating procedures, guidance and workflow documentation.
16. Identify opportunities to improve customer experience through effective use of technology, automation and system enhancements.

Collaboration and connectivity

17. Collaborate across the Customer Experience and Membership Department to ensure delivery of goals; whilst contributing to the wider delivery of the Directorate's strategic goals.
18. Work closely with teams across MHFA England to identify customer experience improvement opportunities and deliver customer-focused solutions
19. Facilitate positive relationships with other teams and work with peers across the team to support overall delivery.
20. Manage stakeholder relationships that are key to delivery success, including customers, instructors, members and external partners.

Leadership & management

21. Deputise for the Head of Customer Experience and Membership in their absence.
22. Role model culture and behaviours.
23. Lead, motivate and develop the Customer Support team, creating a culture of continuous improvement, accountability and excellent customer service
24. Coach and support Customer Support team members to be engaged, collaborative and highly performing.

Person specification

	Essential	Desirable
Experience / Qualifications	• Significant experience managing customer service, customer experience or service delivery functions, including line management • Experience leading customer journey, service or process improvement initiatives • Experience using customer insight and performance data to drive improvement	• Experience working within a membership, training or third-sector organisation • Understanding of customer journey mapping, service design and continuous improvement • Experience designing and implementing customer service standards, processes or frameworks • Relevant qualification in process mapping and improvement • Experience of managing own workload with conflicting priorities • Experience of successfully coordinating or managing projects
Knowledge	• Demonstrable understanding of customer experience, customer service, continuous improvement principles and process mapping tools • Understanding of customer journey mapping, service design and continuous improvement • Working knowledge of performance reporting, KPIs and data analysis • Basic knowledge of Mental Health & Wellbeing in the workplace	• Knowledge of customer journey mapping methodologies, service design and process improvement techniques • Knowledge of Microsoft Dynamics and customer service technologies • Developed knowledge of Mental Health & Wellbeing in the workplace
Skills/ Abilities	• Effectively manages relationships • Effective complaints resolution skills • Manages line reports; performance managing,	• Ability to manage multi-stakeholder relationships/projects • Experience using process mapping tools such as Miro or Visio

	Essential	Desirable
	supporting and coaching direct reports effectively • Strong organisational skills in a fast-paced environment • Ability to analyse complex information and data, and translate insight into practical recommendations for improvement • Effectively manages projects • Process mapping and process analysis • Stakeholder engagement and influencing • Change management and facilitation	
Competencies	• Excellent communication skills • Excellent listening skills, with the ability to challenge constructively while providing empathy and understanding • Problem solver • Works collaboratively • Demonstrates resilience and adaptability in a changing environment.	
Core Beliefs	At MHFA England we would like for all applicants and staff members to hold shared fundamental beliefs such as: • <i>Equal opportunities for all</i> • <i>Working collaboratively instead of siloed</i> • <i>Ability to learn and grow – taking on new ideas</i> • <i>Compassion and empathy</i>	



MHFA England

Living our values	Making good decisions to deliver strong results	Effective engagement and communication	Building healthy relationships and a sense of belonging	Learning from our mistakes and successes
➤ Inspires, motivates, coaches and supports teams members to be engaged and highly performing and role models culture values behaviours ➤ Is authentic, brings whole self to work and encourages others to do the same ➤ Is mindful, listens with empathy/EQ ➤ Actively champions and advocates mental health and wellbeing, diversity and inclusion ➤ Actively empowers staff and encourages distributed leadership	➤ Takes responsibility for making and implementing unbiased decisions ➤ Is flexible and responsive as priorities and requirements change ➤ Effectively seeks solutions and solves problems, empowering others to do the same ➤ Supports others in their decision-making and problem solving ➤ Engages the team in planning and decision-making where appropriate ➤ Empowers the team and places trust in them to take ownership, make decisions and deliver results ➤ Passionate and skilled at coaching others, challenging them to improve and managing performance	➤ Is approachable, clear and assertive ➤ Cascades important and relevant information to team and others clearly and swiftly ➤ Tailors communication and influencing style accordingly ➤ Listens to and empathises with others to understand the root of situations before responding ➤ Proactively shares knowledge and information	➤ Role models effective, mutually supportive teamwork with colleagues ➤ Effectively manages the expectations of others, gaining buy-in where required ➤ Builds and invests in relationships across the organisation ➤ Uses awareness of how own team fits within the wider organisation to find solutions ➤ Understands the team and works to their strengths ➤ Advocates upwards for team members ➤ Builds and encourages team spirit and wellbeing ➤ Supports others in adapting to change	➤ Demonstrates creativity in order to improve how things are done in own area of work ➤ Takes an entrepreneurial approach to improving how we do things ➤ Consistently seeks opportunities to enhance own development and build expertise ➤ Role models a positive and constructive approach to giving and receiving feedback ➤ Encourages team members to innovate and improve the way they do things ➤ Embraces change and demonstrates flexibility in adapting to it, and helps others to see the benefits and opportunities