



## JOB DESCRIPTION

**JOB TITLE:** Customer Experience Manager

**TEAM & DEPARTMENT:** Courses and Income

**LAST UPDATED:** December 23

**RESPONSIBLE TO:** Head of Course Operations and Customer Service.

**HOURS:** 35 hours (Full time)

### MAIN PURPOSE:

Our vision is that everyone who becomes a parent feels confident, connected, and safe because we believe parents help build the foundations of the future. That's why NCT is the charity with a clear and singular mission – we support people as they become parents. Every year we support over 250,000 parents across the UK and Channel Islands on their unique journeys through pregnancy, birth, infant feeding, and early parenthood. 'For Every Parent' is our new five-year strategy that sets a clear direction for our charity to reach more people, do more to support new and expectant parents, and campaign with impact.

The Customer Experience Manager holds a pivotal position at NCT managing the complaints, compliments and comments processes and procedures for the organisation, as well post-booking journey and the team that supports parents once they have booked their course with NCT. This role, alongside the Bookings Journey Manager and Head of Operations, is responsible for the management of bookings, complaints and quality of service to more than 150,000 parents each year. You will support the delivery of our courses to new and expectant parents with trust and excellence, whilst providing essential input into maintaining and growing course income so that our charity can thrive and achieve more impact for our parents into the future. This activity is a fundamental part of the 'More Parents, More Impact' pillar of the 'For Every Parent' strategy.

You will ensure the seamless day-to-day operations of the Bookings Team by:

- Effectively managing the Bookings Team and Complaints Team, overseeing a set of team Key Performance Indicators (KPIs) to consistently ensure bookings are retained and parents are satisfied.
- Ensuring all complaints, compliments and comments are valued, and handled robustly, consistently and fairly, in line with our values and commitments to equality, diversity and inclusion.
- Improving processes and optimising resource, content and systems throughout the post-booking journey to deliver an exceptional service for parents.
- Collaborating with cross-functional teams, including customer services, operations, and marketing, to strategically enhance the post-booking experience, including reducing the number of courses changing or cancelling, reducing the number of parent-led booking cancellations and effectively handling complaints.

We seek a leader with a unique combination of robust interpersonal and commercial leadership skills. The ideal candidate should be a forward-thinking, inclusive leader, with demonstrable experience in improving processes, driving innovations and guiding an exceptional team of Booking Support Officers and Complaints' officers, fostering a culture of high performance.

NCT is a charity committed to social justice and Equity and Diversity, believing inclusion is everyone's responsibility. We believe we all have a collective responsibility to demonstrate our commitment to celebrate diversity, challenge inequality and build an inclusive workforce and environment, so all our people can thrive, and we can best represent and meet the needs of the pregnant women, new parents, families and communities we serve.

#### **RESOURCES CONTROLLED**

- People – a team of 5FTE Booking Support Officers and Complaints Officers.

#### **JUDGEMENT AND DECISION MAKING**

- Overseeing the daily operations of Booking Support and Complaints Team, making informed decisions within team policies, with the support of the Bookings Journey Manager.
- Demonstrating the ability to build consensus in situations where differing views are expressed.
- Serving as the representative for the post-booking strand of the Booking Team function in broader planning and decision-making processes.
- In your role as NCT's complaints expert, you will make challenging decisions regarding complaints, particularly those that are high risk or related to equality, diversity, and inclusion (EDI).

#### **LIAISON**

- Parents
- Bookings Journey Manager
- Membership Manager
- Digital Team – website and marketing
- IT and Salesforce Manager/Product Owners
- Volunteering
- Practice and Quality Team
- Individual Practitioners

#### **AUTHORITY/SUPERVISION RECEIVED:**

- Regular 1:1 meetings with Head of Course Operations.
- Weekly team meetings with Bookings Journey Manager.

#### **MAIN RESPONSIBILITIES & DUTIES:**

**To support parents who have already made bookings through a team of Booking Support Officers and Complaints Officers:**

- Ownership of post-booking journey and parent touchpoints, including actioning course changes and cancellations.
- The effective management and handling of Complaints, Comments and Compliments, in particular high risk or EDI related complaints.
- Using complaints, compliments and comments to drive continuous improvements in service and quality of NCT courses and workshops.

- Using parent/user feedback and learnings from complaints, compliments and comments to inform improvements to booking retention and the parent experience.
- Ensuring booking quality and accuracy by conducting meticulous reviews of bookings made, to ensure accurate data capture and proper execution of necessary actions.

**To improve and develop processes and systems that enhance the Post-booking journey for parents and improve team efficiency:**

- Improvement of post-booking processes, including the 'At Risk' procedure, which involves merging, cancelling, or finding alternatives for parents when a course is not viable and will not proceed.
- Management of Bookings Terms and Conditions, including the Refunds and Cancellations policies.
- Standardisation and streamlining of post-booking parent mailings, including booking confirmation and communication oncourse changes or cancellations.
- Leveraging technology to drive efficiencies across our p
- Taking the lead in reviewing and updating our complaints policies and procedures to ensure inclusivity and accessibility.
- Reviewing and analysing complaint investigation processes to extract lessons and insights for improvement.
- Developing a system for regular complaint reporting, monitoring and evaluation.
- Ensuring learning or change is implemented across our charity, providing training to the wider organisation on how to handle and manage complaints.
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**Optimise revenue generation from course bookings by collaborating with operations and marketing to retain bookings and repeat business:**

- Capturing, monitoring and reporting on Key Performance Indicators (KPIs) and metrics to retain bookings, including reducing course changes, booking cancellations, ensure timely responses to complaints and queries, and provide excellent service to parents.
- Coordinating booking demand generation activities in alignment with NCT's marketing plan, including promotion of post-natal courses at the appropriate time in the customer's parenting journey and leading on strategies with the marketing team to highlight courses that may be at risk of cancelling.
- Implement strategies around effective cancellation charges to optimise revenue when parents cancel, ensuring appropriate fees are applied.
- Prepare for, and attend review meetings with Service Planning Team Leaders to look at supply and demand for services.

**Managing and supporting the Booking Support Officers and Complaints Officers and developing a high performing team.**

- Set and monitor team KPIs.
- Day to day management of team – ensuring coverage across operational hours, managing leave and absence.
- Ensure all work is properly resourced, performing recruitment, induction and training as required.

- Regular 1-2-1s and performance reviews of staff.

**Lead on IT/Systems Development for the Bookings Team.**

- Responsible for working with IT and Salesforce manager/product owners to scope technological developments to support the Bookings and Complaints Team.
- To act as the subject matter expert on Bookings and Complaints activities for technological development.
- Responsible for the roll out, including any appropriate training of any technological developments across the Bookings and Complaints Team.

**NCT BEHAVIOURS:**

- Represent NCT appropriately at all times.
- Lead by example.
- Be accountable and ensure the effective and efficient running of NCT.
- Treat all colleagues, volunteers and members of the public with dignity and respect.
- Openly inclusive acting with tolerance and respect; committed to NCT's equity, diversity and inclusion commitments and policies.
- Adhere to all NCT's policies and procedures.

**DECLARATION**

This job description is intended to be forward thinking and indicative rather than final and exhaustive. The listed responsibilities and key duties and tasks may develop and evolve over time and NCT reserves the right to update and/or remove certain elements. NCT endeavours to keep substantial changes to a minimum and to promptly update this job description to take account of such developments.

**PERSON SPECIFICATION:**

**ESSENTIAL**

- Demonstrable complaints management experience, in particular around high risk and EDI related complaints.
- Demonstrable line management experience.
- The ability to think creatively and innovate.
- Excellent problem-solving skills.
- Income focussed and commercially minded.
- Willing to be bold and challenge the status quo.
- Empathetic, warm, authentic leadership.
- Able to set and monitor KPIs and performance.
- Inclusive - openly inclusive acting with tolerance and respect; committed to NCT's equity, diversity and inclusion commitment.
- Able to think critically.
- Able to collaborate with others.
- Able to respond quickly and with flexibility to changing requirements.

**DESIRABLE**

- Experience of using Salesforce.

- Experience of developing and writing policies and procedures.
- Experience of managing commercially focussed bookings or sales teams.