

Job title: Insight & Reporting Analyst
(Contact Centre & Complaints)
Line manager: Director of Digital Services & Customer
Contact
Grade (if applicable): 3
Direct reports: N/A



Role Context:

Understanding and responding to resident needs and concerns are paramount. This role plays a crucial part in gathering, analysing, and interpreting data to provide actionable insights to enhance the resident experience, optimise operations, deliver efficient complaint resolution, improve resident satisfaction, and drive continuous improvement within the contact centre and complaints management domain.

Role purpose:

The Insight & Reporting Analyst for Contact Centre & Complaints is responsible for collecting, analysing, and presenting resident-related data to inform strategic decision-making and drive improvements in service delivery. By synthesising data from various sources, this role helps in understanding resident needs, monitoring trends, and recommending enhancements to the resident journey and operational efficiencies. Additionally, the role focuses on identifying failure demand and root causes of complaints to address underlying issues effectively.

Role Requirements:

Data Gathering and Analysis:

- Collect and consolidate resident data from multiple sources including contact centre interactions, complaints, surveys, and other feedback channels.
- Apply analytical techniques to mine, cleanse, transform, and analyse data sets to identify trends, patterns, and actionable insights.
- Utilise statistical methods and tools to validate hypotheses and draw meaningful conclusions from data.

Insight Generation and Reporting:

- Develop reports to provide comprehensive insights into resident satisfaction, behaviour, and service delivery performance.
- Present findings using data visualisation techniques to effectively communicate complex information to stakeholders at all levels.
- Collaborate with cross-functional teams to understand business objectives and translate data insights into actionable recommendations.

Failure Demand and Root Cause Analysis:

- Identify failure demand - instances where residents contact the contact centre or lodge complaints due to issues that could have been prevented or resolved more effectively.
- Conduct root cause analysis to understand the underlying reasons for complaints and failure demand, addressing systemic issues to reduce recurrence.

Continuous Improvement and Stakeholder Engagement:

- Engage with key stakeholders including operations, complaints management, and leadership teams to inform continuous improvement and drive transformational change.
- Provide guidance and support to stakeholders, enabling them to make informed decisions based on data analysis and insights, and collaborate with cross-functional teams to understand business needs and deliver insights accordingly.

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- Stay updated with emerging data analysis techniques, tools, and industry best practices to enhance analytical capabilities and efficiency.

Skills/Experience required:

- Strong background in customer insight, customer experience, or related fields.
- Previous experience in qualitative and quantitative research.
- Understanding of the social housing sector and its unique challenges and requirements.

Data Analysis:

- Proficient in data analysis methodologies with the ability to uncover insights from diverse data sources.
- Experience in statistical analysis and data mining techniques to derive meaningful conclusion.

Customer Insight:

- Detailed knowledge of customer satisfaction (CSAT) methodologies.
- Previous experience in translating research, surveys, and data into actionable insights.

Technical Proficiency:

- Experience using analytics tools and databases for data extraction and analytical processing, including SQL, Excel, or equivalent.
- Familiarity with data visualisation platforms like Tableau or Power BI, enabling the creation of meaningful visual representations of data, alongside familiarity with statistical analysis tools for comprehensive data interpretation.

Communication and Collaboration:

- Ability to tell a story through data, with ability to analyse, visualise and present data insight for use in the decision-making process and evidence-based change.
- Excellent verbal and written communication skills to convey complex data insights to both technical and non-technical stakeholders.
- Ability to build strong working relationships with internal and external stakeholders.

Desirable

- Experience with Python or R programming language.
- Awareness of performance monitoring and targets within the housing industry would be advantageous.
- Bachelor's or master's degree in a quantitative discipline such as mathematics, statistics, economics, or computer science.

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