

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:

In our contact centre and complaints directorate, prioritising, understanding and responding to resident needs and concerns is paramount. We are dedicated to delivering exceptional service tailored to our residents' ever-evolving requirements. Recognising the pivotal role of data-driven insights in achieving this goal, we place great importance on gathering, analysing, and interpreting data to provide actionable insights that enhance the resident experience, optimise operations, facilitate efficient complaint resolution, elevate resident satisfaction, and drive continuous improvement initiatives forward.

Role purpose:

As the Insight & Reporting Analyst for Contact Centre & Complaints, the core responsibility is meticulously collecting, analysing, and presenting resident-related data, serving as the foundation for strategic decision-making and service delivery enhancements.

This role involves adeptly interrogating, mining, and delving into multiple datasets from diverse sources, both internal and external, to distil complex data into easily understandable narratives for non-technical audiences. Additionally, the Analyst prepares detailed reports and presents findings with recommendations to drive strategic continuous improvements, aiming to enhance the resident experience and operational efficiencies.

The role plays a pivotal part in understanding resident needs, monitoring trends, and proposing enhancements to the resident journey and operational processes. Furthermore, a key focus is on identifying failure demand and uncovering root causes of complaints to facilitate the effective resolution of underlying issue.

Role Requirements:

Data Gathering and Mining:

- Utilise advanced analytical techniques to extract meaningful insights from diverse datasets related to operations, resident demographics, and service delivery.
- Identify patterns, trends, and correlations within the data to uncover opportunities for enhancing resident experiences and operational efficiencies
- Work with the data quality team to ensure the integrity, accuracy, and reliability of data sources and embedding the Peabody data management framework.
- Proactively identify, address and report data discrepancies, anomalies, and inconsistencies to maintain data integrity and reliability.

Insight Generation and Root Cause Analysis:

- Conduct in-depth analyses to uncover actionable insights that inform strategic decision-making processes.
- Translate complex data findings into clear and concise narratives, making the insights accessible to stakeholders with varying levels of technical expertise.
- 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.

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Reporting and Presentation:

- Prepare detailed reports that synthesise complex data into digestible formats, highlighting key findings and actionable recommendations.
- Present findings and recommendations to senior management and cross-functional teams, facilitating informed discussions and driving consensus on strategic priorities.

Continuous Improvement and Stakeholder Engagement:

- Collaborate closely with internal teams to pinpoint areas for enhancing resident services, refining operational processes, and optimising resource allocation, ensuring alignment with organisational goals.
- Develop data-driven recommendations to strengthen strategic initiatives aimed at improving resident satisfaction, streamlining resource usage, and achieving organisational objectives, fostering collaboration with key stakeholders, including contact centre operations, complaints management, and wider leadership teams.
- Engage proactively with key stakeholders to inform continuous improvement efforts and drive transformative change, providing guidance and support to enable informed decision-making based on data analysis and insights.
- Stay abreast of external factors, emerging data analysis techniques, tools, and industry best practices to continually enhance analytical capabilities and operational efficiency, ensuring the delivery of actionable insights that meet evolving business needs.

Skills, Experience and Qualifications required:

- Strong analytical skills with the ability to interpret complex datasets and extract actionable insights.
- Experience in customer analytics and insights that's led to service improvement.
- Relevant qualifications in Data related fields are advantageous but not essential.
- Excellent communication skills, both verbal and written, with the ability to convey technical concepts to non-technical stakeholders in a clear and concise manner.
- Experience in conducting root cause analysis and identifying failure demand to address systemic issues and drive continuous improvement.
- Demonstrated experience in preparing detailed reports and presenting findings with recommendations to senior management and cross-functional teams.
- Proven ability to collaborate effectively with internal teams and key stakeholders to drive strategic initiatives and enhance operational efficiency.
- A proactive approach to stakeholder engagement, with the ability to provide guidance and support to enable informed decision-making based on data analysis and insights.
- Strong attention to detail and commitment to data governance, ensuring the integrity, accuracy, and reliability of data sources.
- Continuous learning mindset, staying abreast of emerging data analysis techniques, tools, and industry best practices to continually enhance analytical capabilities and operational efficiency.
- Ability to monitor and keep up to date with external sector related factors, incorporating relevant insights into data analysis and strategic decision-making processes.

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