

About the role

Proposed Role

Customer Insight Lead

Location and hours

Bristol, London or Edinburgh

35 hours per week

Hybrid working with minimum 3 days per week in the office – regular travel expected

Band

Senior Expert

What you'll be doing

To champion the use of customer insight across Motability Operations so that; it flows constantly across the business, shapes our thinking, illuminates choices, provokes challenge, and drives a culture of customer focused, evidence-based decision making.

To develop and own the vision and strategy for Customer Insight covering measurement, current and future market and customer trends, customer research both on-going (Voice of the customer / brand tracking) and ad-hoc (working with external suppliers, delivering deep dives and through our customer community).

To build, lead, coach and inspire a team of 4 Insight professionals to deliver the agreed strategy and in doing so elevate the role of customer insight, the insight process, and the insight team.

The Lead will work with CIA SLT to organise, maintain and share our portfolio of insights and knowledge, so that it's discoverable and actionable by the wider organisation, ensuring that all relevant audiences have latest knowledge at appropriate cadence and channel. The lead will support "the last mile" of insight; ensure that knowledge and insight is appropriately disseminated to the relevant stakeholders across the organisation and is optimised for action

To work across the company forging strong connections to leaders, proactively influencing them to use customer data and insight in the very high value strategic decisions which are made infrequently and those that are made every day.

To support the Head of Customer Insight and Analytics, ensure insights shape business decisions and drive a culture of customer-focused, evidence-based decision-making.

Main Responsibilities

- An expert in your field you will promote best practice methodologies, capabilities, and ways of working to both stakeholders and your team ensuring that projects are set up for success and championing the trialling and adoption of new approaches to research techniques (e.g. A.I/ neuroscience).
- Leading the development of our approach to customer insight that supports broadening our listening posts (e.g. contact centre, social media and complaints data); enhancing our tooling and lifting the capability of the team to increase speed of insight to action and impact.

Motability Operations

- Leading the development of OKRs for Customer Insight team, strategically aligned, collaboratively agreeing prioritise with stakeholders, ensuring alignment with CI Teams goals and objectives.
- Ensuring a continuous supply of broader marketplace and consumer trend insights in as much as they inform the customer perspective and our future customer strategy.
- Providing quality control and oversight of major projects (briefs, insight & outputs) ensuring recommendations are practically doable and have a clear line of sight to expected commercial outcomes (commonly satisfaction / renewal / new product adoption / cost to serve and campaign ROI).
- Translating strategy and goals into impactful Customer Insight plan and future roadmap aligning the customer insight agenda to deliver insights that shape and support MO ambitions, in collaboration with key internal customers.
- Driving the organisation to engage with customer data by developing and delivering a strategy for data / insight democratisation.
- Ensuring that as far as possible customer insight & BI generation is scaled, automated, visualised to drive engagement (driving a dash boarding culture) and rapidly disseminated.
- Ensuring a fit-for-purpose toolset through the continuous evaluation of the tools available in the wider marketplace and that our suppliers fully understand our strategy, deliver value for money, and deliver insight that demands action.
- Deliver compelling, data-driven presentations to the leadership team, translating complex insights into strategic recommendations that drive informed decision-making and inspire decisive action across the organisation.
- Cultivate and maintain strong relationship with key external third parties and agencies to ensure high-quality deliverables, share best practice and drive innovative solutions that enhance our overall performance.
- Support “the last mile” of insight; ensure that knowledge and insight is appropriately disseminated to the relevant stakeholders across the organisation and is optimised for action
- Champion agile ways of working by fostering iterative development, continuous improvement and cross-functional collaboration.
- Lead, coach and mentor team members to foster a culture of continuous learning and high performance, providing clear guidance, constructive feedback, and opportunities for growth that empower individuals and enhance overall team effectiveness.
- Act as an integral member of the CIA leadership team, Marketing Wider Leadership Team (WLT), driving strategic initiatives, collaborating cross-functionally to deliver CIA team vision, and deputise for Head of Customer Insight & Analytics on occasion.

About you

- Proven experience of running a insight team that has created demonstrable change using insight outputs.
- Significant experience of people management (direct, virtual and supplier) and leadership of teams (which spans 2nd line management and matrix management).
- Educated to a degree standard, ideally in applied statistics/operational research/management science.
- Insatiable curiosity with natural desire to relate to the commercial agenda of the business and to changes going on in the analytics and research domains.
- Strong appreciation of different research methodologies and voice of the customer data sources.

Motability Operations

- A collaborative leadership style with a wide perspective and proven ability to influence at senior levels.
- Ability to articulate (written & verbal) analysis for a non-technical audience with clarity and in an engaging way.
- Demonstrable analytical problem-solving capabilities.
- Proven experience of agile ways of working, ideally leading insight teams.
- Ideal, but not necessary, membership of professional market research bodies e.g. Market Research Society.
- Ideal, but not necessary - exposure to analysing large data volumes.
- Ideal, but not necessary - capable and experienced in techniques to deduce from a data set the influences from different attributes e.g. multiple regression, multivariate analysis of variance, discriminant analysis.
- Excellent interpersonal, communication and influencing skills coupled with sound commercial awareness.

Minimal Criteria

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Who you'll be working with

You will be working as part of our Customer Insight and Analytics team who comprise a wide range of customer insight and analytics expertise. With access to a range of data sources, analytical and research tools, you will utilise these tools to help bring a deeper understanding of our customers to MO. CIA team aim to enable MO to turn data and insights into customer advantage.

You will work collaboratively with a range of internal stakeholders and external stakeholders including third party insight agencies.

You will work closely with senior stakeholders across MO, and act as strategic insight partner to influence and shape decision making and support success.

Motability Operations

We're Motability Operations

About us

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable solutions that improve our customers' mobility in a fast-changing world. We're the UK's largest car leasing company and we help over 815,000 people get on the road.

We employ over 1800 people, across London, Bristol, Edinburgh, and Coalville. We know our people are key to our success, so we aim to create an environment that allows our employees to flourish. We look for highly motivated people with a combination of commercial sense and real enthusiasm to meet our customers' needs.

What we do

We lease a wide range of tailored mobility solutions to people who receive one of the Government's qualifying mobility allowances. Our customers choose a car, Wheelchair Accessible Vehicle (WAV), scooter or powered wheelchair that best suits their needs. We take care of their insurance, breakdown, servicing and more, as part of our worry-free package.

At the end of the lease, our customers can exchange their vehicle for a brand-new model. Each year we sell and move around 200,000 cars. This makes us the largest supplier of single-source vehicles back into the used car market.

The Scheme has been providing affordable, worry-free motoring for over 45 years. We pride ourselves on delivering outstanding customer service, with an independent customer satisfaction rating of 9.6 out of 10.

How we work

We work in a hybrid way. That means remotely for up to two days each week and in our great office spaces the rest of the time. This gives us a good work/life balance and lets us collaborate and deliver for our customers. [Visit our website](#) to find out more.

We do our best to accommodate part-time and flexible working requests, where possible, to build on our culture of trust, empowerment, and flexibility.

Our beliefs and values

We believe in building a diverse workforce, where our people are empowered to attend work as their true selves. We encourage people from all backgrounds to apply.

We want to sustain a nurturing culture. And our people to be rewarded equally, regardless of race, national or ethnic origin, sexual orientation, age, disability, or gender.

Our values are at the heart of everything we do:

- We believe no one should be left behind → We find solutions
- We believe we must take the lead → We drive change
- We believe everything starts with the customer → We care

What we can offer you



Pay: competitive salary, with a yearly discretionary bonus, based on your performance

Motability Operations



Holiday: 28 days, and you can buy and sell days



Pension: 15% non-contributory pension (9% during probation)



Health and wellbeing: Private Medical Insurance cover available for all employees and free health screenings for over 50s. Life assurance at four times your basic salary, to give you a peace of mind. Free access to healthcare apps like Peppy, Unmind, and Aviva Digital GP. Mental Health Allies and an Employee Assistance Programme



Development: A library of internal training on our myLearn platform



Family friendly: We have competitive family leave policies



Diversity and inclusion: We embrace the diversity of our people and empower them to come to work as their true selves. We want them to flourish and be rewarded equally. We have Employee Network Groups, and we pride ourselves on being inclusive and all our offices have first-rate disability access



Helping our community: One volunteering day each year, and access to volunteering platform Neighbourly



Schemes: Car Benefit Scheme for electric and hybrid cars. This means you can lease a brand-new electric or plug-in hybrid car, with insurance and more, for a fixed monthly amount. Cycle to Work Scheme. Employee Discount Scheme, to save money across lots of retailers



Other, voluntary benefits: charitable giving, critical illness insurance, dental insurance, health and cancer screenings for you and your partner, discounted gym memberships and season ticket loans, free fresh fruit and snacks in the office