

## About the role

### Proposed Role

Insight & Implementation 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

Leadership

### What you'll be doing

The Insight & Implementation Lead is responsible for developing, delivering and supporting the implementation of customer insight that enables MO to successfully navigate the current and future challenges our customers face.

The postholder will collaborate with key stakeholders (EV/Ice or WAV/PWS teams), to understand, agree and deliver requirements of CIA, to enable insight-led business decisions and drives a culture of customer-focused, evidence-based decision making. The postholder will also lead our understanding in key area of knowledge (e.g. segmentation or value for money).

On a day-to-day basis, the postholder will co-ordinate insight activities across CIA, develop a comprehensive fact base of customer knowledge and actional insights, dashboards and score cards that enables MO to achieve ambitions.

The Lead will develop the CIA roadmap for their stakeholder area which will enable agreement of priorities, allocation of CIA resources and budgets, and support delivery of stakeholder team missions

The postholder will work with the key teams to identify the insight-led actions taken by the business, measuring and monitoring their impact on customer and business.

The Lead will work with CIA SLT to organise, maintain and share our portfolio of data 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 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

- Supporting the Head of Customer Insight and Analytics to develop and implement the customer agenda, ensuring alignment with overall business objectives.
- Ability to build effective working relationships with key leadership teams (being part of those extended leadership teams) across the business and by proactively translate the business challenges into a programme of research and analytics work.

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- Developing the CIA Roadmap of insight for key stakeholder group, co-ordinating CIA activities to support successful delivery this will include but not limited to briefing CIA team, co-ordinating delivery, agreeing/co-creating actions, and monitoring and measuring impact.
- Briefing internal insight & analytics team as well as external agencies on projects and working with them to ensure outputs are told in ways that demand action'
- Leading activities across CIA team to design, develop and implement segmentation model/ deepen understanding of value for money customer perception that enables deep understanding of customers, enables insight-led decision making and shapes business decision making and strategy.
- Lead the development of OKRs for CIA team, strategically aligned, collaboratively agreeing prioritise with stakeholders, ensuring alignment with CIA Teams goals and objectives
- Developing a compelling Customer narrative to help educate internal and external stakeholders of the current and future customer needs, and challenges to shape business decisions.
- Working with CIA SLT to develop and implement a multi-channel Insight communication strategy and calendar to ensure that we're reaching all relevant audiences with appropriate messaging at an appropriate frequency, through the best channels for them
- 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
- 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 organization.
- 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
- Find efficient and effective ways to engage the wider business in the outputs so that they have data and insight at their fingertips (for example automation and visualization of customer analysis and portals that allow the rapid dissemination of information).
- Ensuring a continuous supply of broader marketplace and consumer trend insights to inform the customer perspective and future strategy.
- Champion agile ways of working by fostering iterative development, continuous improvement and cross-functional collaboration.
- 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 in conducting customer experience research and delivering insights that drive business decisions.
- Strong analytical and problem-solving capabilities with a demonstrated ability to analyse complex data sets.
- Educated to a degree standard, ideally in applied statistics, operational research, management science, or a related field.
- Insatiable curiosity and a natural desire to relate to the commercial agenda of the business and stay updated with changes in the research and analytics domains.
- Strong appreciation of different customer insight and analytics data sources.

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- Ability to articulate (written and verbal) analysis and insights for a non-technical audience with clarity and in an engaging way.
- Excellent interpersonal, communication, and influencing skills coupled with sound commercial awareness.
- Proven experience of driving insight-led actions across complex organisations with demonstrable impact.
- Familiarity with Gen AI and its application in Customer Insight and Analytics teams.
- Robust knowledge of developing and delivering segmentation models.
- Robust knowledge of customer experiences management and CRM
- Exposure to analysing large data volumes.
- Familiarity with techniques to deduce influences from different attributes (e.g., multiple regression, multivariate analysis of variance, discriminant analysis, max diff, conjoint).

## Minimum 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 key leadership team to influence and shape decision making and support success.

## We're Motability Operations

### About us

We're the company behind the Motability Scheme. We exist to deliver smart, sustainable

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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 of 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



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



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

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**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