

About the role

Role

Customer Insight Analyst

Location and hours

Bristol, London or Edinburgh

35 hours per week

Hybrid working with minimum 3 days per week in the office

Career Framework

Expert

Salary

Competitive salary plus Benefits

What you'll be doing

The Customer Insight Analyst plays a key role in bringing the voice of the customer into decision-making across Motability Operations. Working across the **Voice of Customer (VoC) programme**, you will combine data analysis and customer research to generate **actionable insights** that inform business decisions, improve customer experience, and support commercial outcomes.

As part of a collaborative Customer Insights & Analytics team, you will partner with **Customer Experience (CX), Product, Marketing, and Data teams**, as well as senior stakeholders and external agencies. Alongside the Research Manager, you will ensure insight is **clear, accessible, and drives meaningful change**.

- Analyse quantitative and qualitative customer data to identify **trends, patterns, and opportunities**
- Generate **actionable, insight-led recommendations** to inform decision-making and influence strategy
- Design and deliver **quantitative and qualitative research** to support customer experience and the VoC programme
- Translate complex analysis into **clear, engaging insight and data visualisations**
- Embed the **customer perspective** in analysis, linking insight to **commercial outcomes**
- Use feedback platforms to identify **customer sentiment and emerging issues**
- Manage **third-party research and insight suppliers** to ensure high-quality delivery
- Collaborate across teams to **embed insight into decision-making**
- Manage **multiple priorities** to deliver high-quality outputs
- Act as a **trusted insight partner**, providing expertise and **constructive challenge**

Key Responsibilities

Customer Insight & Analysis

- Analyse and synthesise data to generate **actionable customer insights**
- Identify **key drivers of customer experience, behaviour, and satisfaction**
- Work with customer data sources (e.g. Qualtrics) to **extract, manipulate, and analyse data**

Motability Operations

Research & Voice of Customer

- Design and deliver **customer experience research (quantitative and qualitative)**
- Work across the **VoC programme** to interpret customer sentiment and journey insights
- Ensure outputs are **robust, insight-led, and aligned to business priorities**

Insight Communication & Storytelling

- Translate data into **clear, compelling, and actionable insight**
- Develop **engaging visualisations, reports, and presentations**
- Tailor messaging to **different audiences** to maximise impact

Stakeholder & Supplier Management

- Build **strong stakeholder relationships** to embed insight into decision-making
- Act as a **trusted partner**, influencing and constructively challenging
- Manage **third-party suppliers** to deliver high-quality research and insight

Delivery & Continuous Improvement

- Manage **multiple projects and priorities** effectively
- Contribute to **continuous improvement of insight and VoC capabilities**
- Share **best practice** across teams

About you

You are an experienced customer insight professional with **strong analytical expertise** and a passion for understanding customer behaviour. You are confident working across **data and research**, and able to synthesise complex information into **clear, actionable insights** that drive decision-making.

You combine **customer focus with commercial awareness**, ensuring insights deliver real business value. You are comfortable **engaging and influencing stakeholders**, and provide **constructive challenge** to improve outcomes.

You are **collaborative, proactive, and highly organised**, with the ability to manage multiple priorities while maintaining **attention to detail**. You are motivated by using data and insight to **solve problems and improve customer experience**.

Additional (Nice to Have)

- Experience using Qualtrics or similar research platforms
- Experience with Power BI or other data visualisation tools

Minimum criteria

You'll need all of these.

- Degree (or equivalent experience) in a relevant field such as statistics, psychology, research or similar
- Proven experience in a customer insight, analytics, or research role
- Strong analytical skills, with the ability to generate actionable insights and recommendations
- Experience designing and delivering customer experience research (quantitative and qualitative), including survey design
- Ability to communicate insight through storytelling and data visualisation

Motability Operations

- Strong stakeholder management and influencing skills, with experience engaging a range of audiences
- Experience working collaboratively across teams and embedding insight into decision-making
- Highly organised and methodical, with strong attention to detail and ability to manage multiple priorities
- Commercial awareness and ability to link insight to business outcomes
- Good understanding of research methodologies and VoC data

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 800,000 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, all-inclusive 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.

Motability Operations

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)



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 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