**Yorkshire Housing Role Profile**

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| **Job title:** | Head of Customer Channels | **Leader of others:** | Yes |
| **Reports to:** | Director of Customer Channels | **Contract type:** | Agile Homeworking |
| **Business Area:** | Customer Experience | **Budget holder:** | Yes |

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| **Job purpose** |
| You’ll lead the change and management of our Customer Service and Complaints service to make it easier to be a YH customer. So, whatever the issue and however a customer chooses to tell us about it, they will receive the best service from the Customer Experience Centre, including the out of hours service and our complaints service.You’ll ensure the service offer and experience for all customers and stakeholders is fully aligned to YH’s strategic objective to be the UK’s best housing provider.This will mean leading a highly motivated and talented team of managers and colleagues to deliver a customer obsessed service through all customer interactions with the customer contact centre and complaints service, which is recognised as best practice by the Housing Ombudsman.It’ll include overseeing the design and implementation of new technology programme to enhance the service capabilities. |

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| **Key responsibilities** |
| * Devise, implement and own the CEC operating model and supporting channel contact strategy as well as author and implement supporting playbooks, policies, procedures and SLA’s ensuring that these are aligned with Yorkshire Housing’s Customer Strategy and wider business objectives and values.
* Lead, mentor, and inspire a team of customer obsessed professionals in the CEC and Complaints teams to deliver exceptional service and exceed customer expectations. Provide ongoing coaching, and performance feedback to empower team members to excel in their roles and achieve individual and team goals.
* Implement best practices and innovative solutions to enhance customer interactions across all contact channels, including phone, email, chat, social media, and self-service portals. Continuously evaluate and optimise CEC processes, workflows, and scripts to streamline operations and improve service quality.
* Be accountable for and facilitate the delivery of all Housing Ombudsman and regulatory requirements and determinations across all matters relating to complaints.
* Be the voice of the customer internally for the organisation, responsible for creating the mechanisms for feedback, robust performance metrics, and identifying trends to identify areas for improvement and implement actionable solutions. Utilising Lessons Learned data, root cause analysis and insights to drive strategic decision-making and prioritise initiatives that have the greatest impact on customer satisfaction and wider TSM’s.
* Collaborate with other Heads of Service and their teams to ensure the seamless integration of customer experience initiatives across Yorkshire Housing and act as a liaison between service areas to champion customer obsessed initiatives and facilitate alignment on key priorities and goals.
* Drive the adoption and optimisation of contact centre technologies and systems to improve efficiency, productivity, and the overall customer experience. Evaluate emerging technologies and solutions to enhance omni-channel capabilities, self-service options, and deliver personalised experiences tailored to individual customer preferences.
* Establish and maintain key performance indicators (KPIs) to measure the effectiveness of customer contact operations and drive continuous improvement. Monitor performance metrics such as first contact resolution, service levels, channel utilisation, customer satisfaction scores, and develop action plans to address areas of opportunity and achieve performance excellence.
* Develop and manage the recruitment, training and retention strategy for colleagues in the department, providing professional development pathways and retention policies that enable the achievement of agreed levels of customer experience.
* Resource and manage an effective and efficient 24/7 multi-channel customer contact operation including development of the service, demand forecasting and resource scheduling, maintenance of equipment, and management of colleagues and all associated budgets.
* Set direction and define the requirements of the telephony transformation programme, making the appropriate and immediate changes to scripting, queues and IVR when required so service levels are met, and a great Customer experience is provided to Yorkshire Housing Customers.
* Foster a culture of excellence, accountability, and continuous learning within the CEC and Complaints teams. Promote a positive work environment that encourages teamwork, collaboration, and open communication. Recognise and reward high performers, and address performance issues and service failures in a timely and constructive manner.
* Accountable for the performance and budget of the service, reportable to the Executive team with the ability to lead on presentations, and discussions with senior leadership and other stakeholders such as the YH Board of Governors, committees and customers. Provide regular updates on key initiatives, performance metrics, and customer feedback, and advocate for resource allocation and support needed to achieve departmental goals and objectives.
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| **What you’ll bring to the role** |
| **The main things:** |
| * Extensive experience in a customer service industry leadership position.
* Experience of delivering a customer service transformation programme/project end-to-end.
* Experience of motivating and coaching teams to elevate performance and deliver outstanding results for customers.
* Experience of driving and delivering performance improvements.
* A subject matter expert in all things related to delivering customer excellence.
* A Level 4 Certificate in Housing regulated by Ofqual or equivalent or be willing to work towards.
* Up to date knowledge of ombudsmen and regulatory requirements.
* Expert knowledge of technology and all available contact channels and how to implement and optimise their capability to provide customers with a range of options to suit their communication preferences.
* Ability to work with and analyse complex data and insights to drive strategic evidence based decision making and operational improvements.
* Ability to scan the horizon, identify industry best practice and translate this into future planning and forecasting to ensure YH stay ahead of the curve.
* Passionate, driven, ambitious and obsessed by delivering the best service and outcomes for YH customers.
* Outstanding communication, interpersonal skills with the ability to collaborate, influence and negotiate.
* Eagerness to develop own skills and adapt to change.
* Personal values and approach that align with YH’s values.
* Ability to work flexibly in line with Hub, Home and Roam principles.
* An understanding of Equality, Diversity and Inclusivity and how this is applied through our service to customers and colleagues
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| **It would be a bonus if you have:** |
| * A related professional qualification
* Professional management/leadership or coaching qualification
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| **Our values:** |
| Our values describe what matters most to us, and what our colleagues should expect from each other. We’re all expected to show how we support and live up to these values in our work. **Create trust** • Do the right thing, not the easy thing • Be honest and open • Do what you say.**Be curious** • Think differently • Ask questions • Keep learning.**Make it happen** • Own it • Do it • Be empowered.**Achieve impact** • Do things that matter • Deliver results • Show pride and passion.**Have fun** • Enjoy work • Be yourself • Stay connected.We want colleagues to feel free to be themselves - so we’re all responsible for making sure we promote a culture of equality, diversity and inclusion. And, as you’d expect, we’re responsible for our own health and safety, following our policies and doing any training needed for our roles.  |