



Customer Experience Manager

- *Reporting into – CMO*
- *Location – Manchester*
- *Duration – Permanent*
- *Hours Per week – 37.5*

Job Profile:

As CXM, you report to CMO and are an important part of our Marketing and Customer Operations team.

Your main task will be to make sure the whole Be.EV business is working in alignment with what our current – and importantly future – B2C customers / EV drivers want and expect from us, and to make Be.EV the most customer centric CPO on the market. You will need to work closely with the various business units and teams: marketing, asset delivery, network operations, customer support, IT/technology etc. You will need to be the voice of our customers – making sure you understand them, support them and advocate for them.

Key Responsibilities:

Strategy:

- Work with the CMO and the various teams across the business to embed and operationalise our new CX strategy.
- Evolve and apply our customer segments and personas and how they can help us improve our offer.
- Convey the voice of the customer internally to ensure their needs and goals are prioritised.
- Use all our customer data to understand any issues or opportunities our customers are facing – and how we mitigate / resolve / delight them.
- Manage and monitor the Net Promoter Score program for continuous improvement of Be.EV .
- Monitor competitors specifically through the lens of their customer offer, and how this might impact on Be.EV - gap analysis, areas to emulate etc.
- Analyse the data we get and work with the business to ensure decisions are made with customer experience a key consideration.
- Assess and evolve the tools we have to listen, monitor and track customer sentiment and need.

DTD:

- Work with the marketing team to ensure we can build strong, long-term relationships with customers through proactive communication and tailored solutions.
- Work with the network and ops team to ensure our physical charging offer delights the customer by putting their needs at the heart - signage, charger instructions, site designs, site kit etc.
- Work with our community manager to manage customer complaints and issues professionally and promptly.
- Develop working methods and structures to improve the customer experience
- Lead the process and strategy for smoothly onboarding new and existing customers.
- Participate in handover from Asset Delivery to Network Operations.

Experience:

- Relevant education for an analytical and customer-oriented position, e.g. academic degree in economics or technology.
- At least 5 years of work experience in a relevant field.
- Experience of working with development of existing customers.
- Experience from similar products or electricity companies is advantageous.
- Good knowledge of office packages, experience with Power BI and AMPECO are merited.
- Has very good communication, sales and service skills.
- Can develop and maintain strong, positive relationships.
- Has creative thinking and problem-solving skills.
- Able to work under pressure and manage stress.
- Has an analytical perspective and ability to think laterally and identify opportunities for improvement.

Tasks/Responsibilities	Customer Experience Manager	Marketing and Community Executive	B2C Marketing Manager	Content and Social Media Manager	CMO	Network	HR & Other Key Depts
Promote a CX focus across the business and work to operationalise the cx strategy and deliver the cx roadmap	R	C	C	C	A	C	C
Own evolve and embed our customer journey maps and personas	A/R	C	C	C	C		
Put in place mechanisms to capture and track customer data on sentiment / points of distress and delight across the full physical and digital customer journey	A/R	C	C	C	I	I	I
Work closely with the network management team to deliver and evolve our customer offer and manage resolution of customer complaints	A/R	C	I	I	I	R	I
Work closely with community manager on customer messaging and communication	R	C	A	C	I		
Manage our customer survey and NPS tracking programmes	R	C	C	C	A	C	C
Act as the main point person managing our call centre and tracking issues	A/R	C				C	
Support b2c marketing team with campaigns by providing customer insight / customer reward	R	C	A	C	C		

Work with b2c marketing manager on developing a customer loyalty programme	R	C	A	I	I		
Work with hr to embed a cx ethos into our ways of working and culture	R				C		A
Lead process and strategy for smoothly onboarding new customers	A/R	C			I	C	

Key:

R (Responsible): Person who performs an activity or does the work.

A (Accountable): Person who is ultimately accountable for the activity or decision. Only one Accountable person can be assigned to each task.

C (Consulted): Person whose input is required before the task can be completed and decision is made.

I (Informed): Person who needs to be informed after a decision or action is taken.