**Job Profile**

## Job Title: Customer Experience & Outcomes Lead

## Directorate: Operations

## Reports To: Director of Operational Excellence

## Matrix Reporting To: None

## Disclosure Check Level: None

## Date created/last reviewed: 01/05/2025

## Overall Role Purpose

The Customer Experience & Outcomes Lead helps people with sight loss to live the life they choose by being a custodian of the full customer journey, putting our service user customers at the centre of all we do. Utilising the voice of the customer and those with lived experience, they will ensure user requirements are understood, support us to build services that are in line with user centred design principles, and ensure continuous improvement for our customers. Leading the end-to-end customer journey, they are the expert in making sure our services are meeting our customers’ needs. They will ensure all user requirements are understood, that all service developments are in line with user centred design principles, and enable improvements which meet service user needs

## Key Responsibilities

* Lead and manage all matters of User Centred Design (UCD) and Customer Experience (CX) within service provision, enabling Guide Dogs to be seen as a leader in person-centred and user-centred services within the sight loss and charity sector.
* Accountable for the end-to-end customer journey for adults and CYP, working in partnership with all service leads to ensure any changes impacting the customer are agreed and signed off.
* Champion a vision for user-led strategy that leverages insights and co-creation, working in close collaboration with Operations teams and FMDI directorate.
* Act as a key collaborator for all new service development projects, ensuring UCD is at the core of new service development.
* Provide user research to support service programme teams to ensure ongoing improvements meet user need.
* Collaborate with all critical stakeholders to represent customer journeys and promote this internally, building supportive and collaborative relationships to address matters of joint concern.
* Lead and manage the Customer Experience team, working towards building a team of excellence in CX.
* Lead the Customer Outcomes team, understanding the evaluation of service outcomes and experience, ensuring a high level of customer need is met and maximising our return on investment.
* Analyse data and produce high-quality reports that highlight key findings, trends, and recommendations for service improvement. Ensure that evaluation findings and lessons learned are utilised to inform adaptive management and decision-making.
* Provide guidance and information/data to support fundraising team ventures.
* Lead and advise services on trend analysis of service user complaints, recommending and managing systemic improvement
* Develop the overall framework for service M&E systems in collaboration with service staff.
* Develop and monitor service improvement implementation plans to systematically document changes in outcome performance.
* Maintain existing indicator tracking tools; develop additional databases and tracking tools as needed to demonstrate the effectiveness of service interventions. Generate indicator reports for tracking progress against key indicators as needed.
* Collect and document case study, lessons learned, champion the scaling up best practices and conduct customer outcome tracking according to Guide Dog protocols.
* Develop learning documents from the results of M&E managed evaluations/studies as required.
* Generate organizational learning from monitoring and evaluation activities, document lessons learnt/case studies and share learning with potential audiences and users -both internal and external to promote and replicate best practices.
* Leading for Operations, be the SME on Customer Experience, establishing a strategy for the organisation, instilling customer-centric vision and culture at Guide Dogs.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: up to 8

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: £250k - £500k

**Application of this Job Profile**

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies.
* Promote the vision and values of the organisation.
* Engage in continuous personal development.

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

**Working at Guide Dogs**

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs and companion dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

**Person Specification**

## Education/Qualifications

#### Essential

* Degree educated or equivalent experience (QCF level 6 / SQCF levels 9-10)
* Relevant qualification or equivalent experience in Customer Experience

**Desirable**

* Relevant qualification in User-centred design (UCD) or Human Factors or equivalent professional knowledge gained through experience.
* Relevant qualification or equivalent experience in Qualitative or Quantitative Research.

## Job-Related Experience

#### Essential

* Experience in Customer Experience role or team, providing expertise in this area.
* Experience in both quantitative and qualitative data analysis.
* Experienced line manage with proven ability to lead a high performing team.
* Experience working in the online and digital sector.
* Experience of accessibility standards.
* Experience using Statistics, data evaluation and analysis for change management/service delivery.
* Working in a voluntary sector environment with exposure to issues relating to customer experience and service delivery outcomes.
* Ability to advise, influence and negotiate at the highest level including Executive and non-Executive Boards
* Experience of, and commitment to, continuous organisational improvement and the ability to facilitate change.
* Delivering successful project outcomes.

## Knowledge

#### Essential

* Demonstrates a strong understanding of User Centred Design (CCD) methodology and has previous experience of working in an agile way.
* Understanding of accessibility standards.
* Understanding and confident user of CRM/Database systems.
* Computer literate with a good knowledge of Microsoft Office packages.

#### Desirable

* Working knowledge of visual impairment or disability and access technologies.
* Experience with Salesforce CRM.

## Skills and Competencies

#### Essential

* Excellent organisational skills, a consistent completer finisher.
* Works well under pressure and can deliver to deadlines.
* An effective problem solver with substantial demonstrable experience of

Improvement.

* Excellent interpersonal skills.
* Strong written and oral communication skills including presentation skills.
* Interest in new technologies and how these can benefit the customer experience.
* The ability to think strategically and influence key internal and external stakeholders.
* A self-starter, who works well under pressure and can deliver to deadlines.
* Outcome focused with the ability to analyse complex issues and situations, and develop practical solutions.

#### Desirable

* Experience of leading organisational and cultural change initiatives.
* Experienced in the commercial requirements of a complex organisation.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

National role, homebased or office based with regular travel to Guide Dog sites, including overnight stays, throughout the UK.

## Job Group (internal use only)

This role has been evaluated as a Lead Professional / Manager, please [follow this link](https://guidedogs.sharepoint.com/:w:/r/Job%20Descriptions/PSC%20only%20files/Salary%20Scales/Standard%20Pay%20Bands/Lead%20Professional.docx?d=w7c6863e928f24fd7922ae55e3529c51e&csf=1&web=1&e=i4IAQq) to view the salary band.

## End of document.