

<p><b>Job Title</b> Business Analyst – Process Improvement (Excellent Customer Experience (ECE))</p>
<p><b>Key focus of the role</b> This role will identify and deliver process improvements that help us to put our customers first and deliver on our goals of an “Excellent Customer Experience”, a project transforming our customer care and loyalty across all Diabetes UK customers, including donors, supporters and beneficiaries.</p>
<p><b>Key deliverables</b></p> <ul style="list-style-type: none"> <li>Map and document the “As is” and “To be” of customer facing processes across the organisation.</li> <li>Review processes with the voice of the customer in mind, provide recommendations, and plan for delivery of changes that will have a positive impact on our customer experience.</li> <li>Liaise with teams across the organisation, ensuring that recommendations on process improvements support delivery of their activities and make changes to recommendations if needed.</li> <li>Work with the Excellent Customer Experience Lead to design metrics/KPIS and benchmarking activities to help us measure and monitor customer experience.</li> <li>Support the development of a culture of excellent customer experience across the organisation.</li> </ul>
<p><b>Contractual information</b></p> <ul style="list-style-type: none"> <li><b>Contract type:</b> 12 months fixed term contract</li> <li><b>Hours:</b> Full time</li> <li><b>Band:</b> 5</li> </ul>
<p><b>Key working relationships internal</b> All Directorates, including IT, Customer Contact Centre, Engagement and Fundraising, Volunteering and Operations.</p>
<p><b>Key working relationships external</b> Diabetes UK Customers (Supporters, Service Users, Volunteers, Trustees, Members, Staff, Researchers, Corporate Partners, Family Members and Suppliers). Agencies, other charities and customer focused organisations.</p>

**Directorate and team**  
This role sits in the **Business Support** team in the **Engagement and Fundraising** directorate.

The diagram illustrates the organizational structure. At the top is the 'Engagement and Fundraising' directorate, which oversees four teams: 'Engagement and Partnerships', 'Business Support', 'Marketing and Communications', and 'Digital'. The 'Business Support' team is highlighted in light blue. Below this, the 'Job and reporting line' for the Business Analyst - Process Improvement (ECE) is shown. This role reports to the 'Head of Business Support' and is part of the 'Business Analyst - E&F' team. The 'Head of Business Support' also oversees 'Quality and Compliance', 'Insight and Analysis', 'Innovation and Development', and 'Excellent Customer Experience Lead'. The 'Excellent Customer Experience Lead' reports to the 'Customer Contact Centre (CCC) Manager'.

All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

### Key activities – What you need to do

Improving Delivery	Making Change Happen	Communicating with Others	Collaborating with Colleagues
<ol style="list-style-type: none"> <li>1. Review processes with the voice of the customer in mind, provide recommendations, and plan for delivery of changes that will have a positive impact on our customer facing activities. <b>(S)</b></li> <li>2. Conduct capacity analysis for recommendations and/or changes needed and provide recommendations where availability and requirements do not align.</li> <li>3. Support the development, delivery and analysis of an annual customer Loyalty survey; and undertake mystery shopping and other customer experience testing and monitoring (personally and with agency support).</li> </ol>	<ol style="list-style-type: none"> <li>4. Manage process change design across the organisation by preparing business requirements, documenting “as is” and “to be” processes and clarifying/identifying ownership of processes moving forward. <b>(S)</b></li> <li>5. Work with the Excellent Customer Experience Lead to design metrics/KPIS and benchmarking activities (including mystery shopping and survey analysis) to help us measure and monitor customer experience. <b>(S)</b></li> <li>6. Identify and apply evidence, customer insight and knowledge learned to the development of our systems and processes.</li> </ol>	<ol style="list-style-type: none"> <li>7. Communicate effectively with colleagues and able to explain complex processes in an easy-to-understand way.</li> <li>8. Ensure that key stakeholders are kept up to date on the delivery of projects and that colleagues are influenced to support with the delivery.</li> </ol>	<ol style="list-style-type: none"> <li>9. Liaise with teams across the organisation, ensuring that recommendations on process improvements support delivery of their activities and take into account constraints, concerns and risks. Make changes to recommendations if needed.</li> <li>10. Support the development of a culture of excellent customer experience across the organisation.</li> </ol>

**Skills, knowledge, experience and behaviours – How you need to do it**

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Improving Delivery	Making Change Happen	Communicating with Others	Collaborating with Colleagues
<ul style="list-style-type: none"> <li>1. Use business analysis techniques or process improvement techniques to deliver process maps and other key deliverables. (S)</li> <li>2. Optimise customer facing processes in a complex organisation that is continually striving to improve and simplify its processes.</li> <li>3. Gather data and write reports to inform process improvement.</li> <li>4. Identify processes that are having a negative effect on customers and propose recommendations that will deliver improvements and efficiencies.</li> </ul>	<ul style="list-style-type: none"> <li>5. Prioritise activities that add value to our work and provide the most impact for Diabetes UK.</li> <li>6. Facilitate organisational change at an operational level, influencing stakeholders and process/product owners.</li> <li>7. Future proof solutions that can work at a time of change and improvement within an organisation.</li> <li>8. Highly IT literate, experience of using a variety of software and programmes ideally including Microsoft 365, CRM systems and Visio.</li> </ul>	<ul style="list-style-type: none"> <li>9. Influence and persuade (primarily internal) stakeholders, being comfortable to challenge when needed.</li> <li>10. Use analytical skills and be able to think creatively to solve problems.</li> <li>11. <b>Able to breakdown and communicate technical information to a non-technical audience. (S)</b></li> </ul>	<ul style="list-style-type: none"> <li>12. <b>Develop effective relationships and influence process owners/other relevant stakeholders with regards to improvements that may be necessary and align with timelines for overall business priorities. (S)</b></li> <li>13. Work with other Business Analysts within the organisation to ensure you are sharing learnings and coming together to improve practices.</li> <li>14. <b>Confidently promote excellent customer experience to colleagues. For instance, through supporting excellent customer experience training and our annual Thankathon. (S)</b></li> </ul>

**Qualifications – Qualifications you need to carry out this role**

None