## Bernicia Group Role Profile

**Title**: Customer Research & Insight Analyst

**Reporting to**: Customer Research & Insight Manager

**Date**: November 2026

## Purpose

The Customer Research & Insight Analyst will be instrumental in enabling data-driven decision-making and refining business strategies to boost overall effectiveness through a deep understanding of the customer. This role entails ownership of data analysis projects, data interpretation, partnering with key stakeholders, and delivering insights benchmarked against the industry, that shape business strategy.

## Accountabilities

## Operational

- Preparation and delivery of regular key market intelligence to understand industry trends, performance and sector strategies and develop benchmarks for performance.
- Blend and analyse different, often complex, data sources, to create a full picture of the customer. Identify trends and areas for improvement and provide actionable recommendations based on customer feedback, presented in a stimulating and engaging way, to improve internal processes and customer experience.
- Champion data quality, identifying blind spots and seeking ways to improve and enhance our knowledge of the customer.
- Design a customer segmentation based on multiple attributes to develop profiles and personas.
- Prepare analysis based on customer profiling information, interpreting data into meaningful insight to help drive service improvement and inform priorities, customising and improving tenant experience
- Proactively prepare root cause analyses by conducting a deep dive into ‘problem area’ data sets to reveal potential routes for continuous improvement.
- Monitor and evaluate the effectiveness of implemented strategies on customer satisfaction and success
- Recommend and manage a customer contact strategy for research purposes, to include sampling and quota management
- Communicate analysis in an engaging format using visual data storytelling techniques.

## Corporate

- Comply with all relevant legislation and work within our policies and procedures.
- As appropriate to the role, take ownership of the data in your area and support the achievement of high quality data and data management across Bernicia, by ensuring any data recorded is accurate, reliable and trustworthy.
- Perform your role in accordance with the Bernicia Way and draw to your manager's attention any unsafe working practice/conditions.
- Maintain a safe and healthy working environment, by ensuring all health and safety policies and procedures are fully implemented and consistently applied and carrying out suitable and sufficient risk assessments.

The above list is not exhaustive and your role will certainly change over time reflecting the changing needs and activities of the organisation and our commitment to making best use of technology and improving the way we do things. You must therefore be committed to personal development, adapting to and welcoming change and making continuous improvements in the efficiency and effectiveness of our use of resources.

All colleagues are encouraged to not ignore work at the boundaries of their specific role, by taking "ownership" of any issue with which they become involved, ensuring that all matters are brought to a satisfactory conclusion. This includes identifying any risks involved in the day to day responsibilities of the role and taking action to mitigate those risks.

## Desirable Skills & Experience

A passion for insight and a natural curiosity about customers and data.

Adept at segmenting customer insights by groups to uncover trends and provide targeted recommendations

Tenacious and detailed

Able to produce summaries of large, complicated data sets, with experience of Excel and other analytical tools and software, such as Salesforce and Tableau.

Confidence to work with a range of internal and external stakeholders

Ability to work under pressure, at pace and can prioritise and project manage a number of tasks at once.

A team player.

| Values | |
|---|---|
| **Value** | **Expectation** |
| Customer Focused | We understand our customers and champion customer focus. |
| Trusted | We uphold the highest standards of integrity in all our actions, we are personally accountable and deliver what we say we will do. |
| Respect for People | We respect our tenants and customers and recognise them as individuals. We value our colleagues, encourage their development and reward their performance. |
| Leadership | We provide strong and transparent leadership, supported by clear decision-making which is evidence-based and outcomes-focused. |
| Collaborative | We collaborate to help meet the needs of tenants and customers, partners and the wider North East. |

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