

## Bernia Group Role Profile

**Title:** Customer Research & Insight Analyst

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

**Date:** March 2025

## 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

- Implement health and safety policies and procedures; carrying out suitable and sufficient risk assessments according to risk assessment procedures.
- Comply with all relevant legislation, policy and procedure.
- Collaborate with other functions to ensure homes are well maintained and safe and tenants are clear about their responsibilities.
- Collaborate with the Communications Team to positively promote achievements and successes of Housing Services.

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 new technology and continuously improving the way we do things. You must therefore be committed to personal development and to becoming multi-skilled in order that you can adapt to and welcome constant change in the effort to achieve the stated aim of “making continuous improvements in the efficiency and effectiveness of our use of resources”.

All staff are encouraged not to ignore work at the boundaries of their specific role, but to take “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.

You must carry out his or her duties with full regard to the Bernicia Way and must draw to their manager’s attention any unsafe working practice/conditions.

### 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.

Signed by Post holder..... Date .....

Signed by Manager ..... Date .....

Values	
Value	Expectation
Customer Focussed	Because we care about our customers, how we do things is as important to us as what we do. We understand our customers and deliver great customer service.
Teamwork	We work together, across boundaries, to meet the needs of our customers and help the organisation to be successful.
Integrity	We uphold the highest standards of integrity in all of our actions.
Respect for People	We value our people, encourage their development and reward their performance.
Leadership	We provide strong corporate governance and leadership which is out-come focussed.
Accountability	We are personally accountable for delivering on our commitments.
Behaviours (to be included when we have framework)	
Behaviour	Expectation

