



Job Title:	Customer Experience Officer	Reports to:	Manager Customer Experience
Unit:	Customer Experience	Department	Customer Experience
Grade:		Date:	
Job holder:		Supervisor:	
Signature:		Signature:	

Job Purpose Statement
<p>To implement and manage the operational service quality standards and business management framework as defined in the Bank's service standards, policies, procedures, controls and SLAs with a view of enhancing customer experience.</p> <p>To work collaboratively across the bank's business units to improve business processes and customer facing systems and introduce innovation into the processes/systems to impact results, enhance profitability and ensure that business process/systems improvement outcomes are in harmony with the Bank's strategic goals. To play an integral role in increasing Customer Satisfaction, Net Promoter Score and efficiencies tied to the bottom line through prioritized system enhancements and process improvements.</p>

Key Result Areas		
Perspective	% Weighting <i>(to add up to 100%)</i>	Output
Financial	20%	<ul style="list-style-type: none"> • Cost savings from reduced risk exposure associated with service delivery failures • Growth in customer life time value through superior service delivery • Manage process improvement budgets utilization and vendor/partner relationships at the business level to ensure best business results and customer experience is achieved • Manage inherent Risk in systems and process improvement initiatives to mitigate or minimize them and reduce the bank's exposure. • Work within set customer experience budgets to organise customer engagements and retention activities across the bank

		<ul style="list-style-type: none"> • Ensure customer service and remedial strategies are carried out within NCBAU standards and procedures.
Customer	40%	<ul style="list-style-type: none"> • Manage key micro marketing activities, including, implementation guidelines for in-branch customer events and customer contact management. • Ensure that NCBAU is a market leader in terms of clear communication to customers and compliance with any consumer protection legislation. • Develop customer incentive and retention programs to ensure customer loyalty by aiming to be the best in customer service, winning customers through quality, friendliness and efficiency in service delivery • Develop strategies to increase the quality and efficiency of support to customers in line with in the Banks' service standards. • Monitoring CRM to carryout weekly root cause analysis, ensuring case resolutions, tools management and assist Relationship managers to manager their client engagement activities in their portfolios • Ensure timely customer communications are sent out for all activities within the bank. Ensuring that all communications sent out by contact centre are well drafted and reviewed as per the communication procedure. • Develop and implement plans for customer education on products and services.
Internal business processes	30%	<ul style="list-style-type: none"> • Timely submission of regulatory Bank of Uganda Bi-annual complaints handling reports and any other reports that may be required • Monitor all digital tools and complaints received input in CRM and ensure timely resolution. • Implement service measurement tools aimed at the operational improvement of customer service delivery at all touch points • Implement a service change strategy to entrench a service culture of excellence in the bank

		<ul style="list-style-type: none"> • Run an internal partnership and stakeholder engagement program to drive service excellence across all CX KPIs • Maintain external partnerships for the bank's loyalty and retention programs • Provide strategic insights and recommendations for business process re-engineering and other loyalty drivers • Implement a proactive Business Process Review and SLA implementation Framework. Analyse operating data and statistics to identify opportunities, develop action plans, and implement process improvements to support Business growth and Customer Loyalty. Drive high productivity, quality and efficiency through process improvement initiatives • Ensure that all new customer experience projects meet adherence to governance, documentation, and quality assurance. • Collaborate with internal departments (IT, EPM, branches Business and Operations) and stakeholders to create and implement the CRM usage for increased Customer Revenue; Product Uptake and Profitability • Partner with Business teams and build and maintain positive working relationships all staff and serve as resource for business expertise and advice on systems implementation/enhancement and process improvements/re-engineering. • Carry out regular competitor analysis to benchmark competitor offers in order to improve the bank's customer experience • Work with the bank's appointed research firms to ensure the customer voice is captured and customer pain points resolved • Implement customer journey maps for different business processes • Liaise with different business units to understand their communication and customer engagement needs so as to develop a comprehensive communication and engagement plan,
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Learning and growth	10%	<ul style="list-style-type: none"> Identify and manage staff training needs for processes, procedures and systems and make decisions on required staff training to be conducted to embed adherence and utilization Liaise with Human resources department to implement coaching and training solutions designed to intervene and improve customer service delivery with all stakeholders Manage personal learning and development against personal development plan
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Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	<ul style="list-style-type: none"> N/A
Indirect Reports	<ul style="list-style-type: none"> Branch Customer Experience Assistants

Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.	
Internal <ul style="list-style-type: none"> All departments, units, and sections 	External <ul style="list-style-type: none"> BOU Auditors Loyalty providers partners UBA

Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make (Indicate if it is Operational, Managerial or Strategic)
<ul style="list-style-type: none"> Operational

Work cycle and impact: time horizon and nature of impact (Planning) <i>(e.g. Less than 1 week, 2 weeks, 2 weeks – 1 month, 1 month – 3 months, 3-6 months, 6-12 months, above 1 year)</i>
Performance Management

Ideal Job Specifications
Academic qualifications: University Degree Professional training: CIM certification in customer experience is added advantage

Ideal Job Specifications
Desired work experience: At least 2 years retail/ personal banking experience or equivalent.

Technical Competencies	
Time Management	<ul style="list-style-type: none"> • Time consciousness
Communication skills(Oral & Written)	<ul style="list-style-type: none"> • Communication skills that exhibits excellent oral attributes • Interpersonal skills to effectively communicate with and manage customer expectations (internal and external), and other stakeholders who impact performance • Speaks clearly, fluently and in a compelling manner to both individuals and groups. • Writes in a clear and concise manner, using appropriate grammar, style and language for the reader
Product Awareness	<ul style="list-style-type: none"> • Demonstrates comprehensive awareness and knowledge of the Bank's product offerings including product features and benefits
Banking Knowledge	<ul style="list-style-type: none"> • Knowledge and effective application of all relevant banking policies, processes, procedures and guidelines to consistently achieve required compliance standards or benchmarks.
Customer Focus	<ul style="list-style-type: none"> • Customer focus, in order to have frontline mindset and culture that seeks to support and champion customer service excellence • Putting the customer first, demonstrating empathy, personalizes the customer's journey
Risk management	<ul style="list-style-type: none"> • Ability to mitigate the risk factors, communicate and escalate the relevant stakeholders
Problem Solving and Analysis	<ul style="list-style-type: none"> • Listening skills • Analyses issues and breaks them down into their component parts. • Good numerical skills
Technology skills	<ul style="list-style-type: none"> • Excellent outlook and word package knowledge

Behavioural Competencies	
Personal Motivation and Team Drive	<ul style="list-style-type: none"> • Self-empowerment to be able to accomplish tasks with minimal supervision
Resilience	<ul style="list-style-type: none"> • Ability to work within stressful environment

Behavioural Competencies	
Engagement	<ul style="list-style-type: none"> To engage all stakeholders within the set brand values, while upholding integrity, morals, professionalism ,moral ethics and without prejudice
Responsiveness	<ul style="list-style-type: none"> Available , ready, willing and going out of way to perform tasks in an extra ordinary way, while meeting turnaround time, and exceeding customer expectations
Persuasiveness	<ul style="list-style-type: none"> Ability to create rapport with others and develop effective communication and team spirit with colleagues

This JD is signed-off with reference having been made to the organisation's core values and aligned competencies against these values.