

Data Analyst Role Profile

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| ROLE TITLE | Data Analyst |
| DEPARTMENT | Customer Hub |
| OPERATING ASSOCIATION/ DIRECTORATE | Customer Services |
| RESPONSIBLE TO | Channel Development Manager |
| RESPONSIBLE FOR | N/A |

ROLE PURPOSE

The purpose of our Data Analyst is to produce and analyse management information, transactional customer data and operational performance information from the Customer Hub. Our Data Analyst will produce both regular performance reports, as well as ad-hoc reports that respond to changing operational needs, interrogating our data to provide real, actionable insight to management and key stakeholders.

Our data analyst will ensure that the Customer Hub are utilising all available tools and data to best manage our operations, and understand customer insight and behaviour. As a data expert within the Customer Hub, our Data Analyst will play a key role in ensuring the Customer Hub is a data-enabled centre, seeing data as an asset that we need to use.

Our Data Analyst will contribute to our performance management framework, providing advice and guidance to ensure we have the right measures in place to support business assurance.

ACCOUNTABILITIES

Key responsibilities and accountabilities for the role will include:

- Producing accurate and insightful reports for operational activity across the Customer Hub using the appropriate tools and data
- Interrogate data to develop actionable insight, and identify and recommend operational and strategic improvements
- Monitor and review all customer hub statistics at the appropriate frequency and provide detailed reports and trend analysis on these
- Work with our Data and Analytics team to build strong relationships, provide clarity around Customer Hub data analysis and reporting requirements, and ensure the Customer Hub maximises business reporting tools and requirements
- Develop bespoke and ad-hoc reports to support effective management and continuous improvement activity across the Customer Hub, and to respond to changing operational needs
- Work with the Digital Lead and Customer Insight lead to ensure that we develop a comprehensive understanding of our customers' experience, and how this links

to our operational performance

- Working closely with Customer Hub management team and business assurance to ensure that the effective provision of data and information measure the delivery of OLAs, SLAs KPIs
- Identify and report any data quality or consistency concerns or issues within the Customer Hub to ensure we maintain excellent and high quality data
- Maintain oversight of effective tracking of data to enable benefit tracking and evidence of continuous improvement or strategic improvement activities.
- Measuring and reporting on the impact of A/B testing programmes

KNOWLEDGE/SKILLS/EXPERIENCE/PHYSICAL REQUIREMENTS

Essential

- Excellent experience and knowledge of a range of IT systems and tools to enable excellent data analysis and reporting
- Proven ability to translate data and information into insight
- Understanding and experience working with Performance Management Frameworks, KPIs and SLAs
- Experience of working within a continuous improvement environment
- Awareness and understanding of data analysis within contact centres and operations
- Experience of Excel, BI Dashboards and /or SQL
- Excellent written and verbal communications skills
- Excellent time management and organisation skills
- A self-starter with an excellent initiative and problem solving skills to proactively analyse data and draw conclusions

Desirable

- Experience of proactive data analysis, testing hypotheses and A/B testing
- Experience of social housing sector

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Orbit requires all employees to read and adhere to Health and Safety policies and procedures

Orbit requires all employees to read and adhere to all Orbit policies and procedures and Standing Orders.

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| Signed by Employee | | Date | |
| Signed by Manager | | Date | |

