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| **Role Title:** | Member Experience Analyst | **Responsible to:** | Member Experience Lead |
| **Division:** | Operations | **Department:** | Transformation Management Office (TMO) |
| **Direct reports:** | No direct reports | **Scope:** | Global insight and research of members to improve the MPS member experience |
| **Scale:** | No PeopleNo BudgetNo income |
| **Regulated Function:** | No |
| **Evaluation Level:** | Implement 2 | **Role Family:** | Digital, Data and Change |

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| **Role Purpose** |
| This role delivers member insight to help the business understand its performance against one of our strategic aims of *exceptional member experience* and identify opportunity for improvement. The insight will enable the business to incorporate robust voice of the member data into decision making and determine what improvements should be prioritised in line with member need and cost impact.  Ensuring the right research framework is in place is essential to better understand the key moments that matter to our members, the insights from which can be utilised to prioritise change within the organisation and ultimately drive growth. Value will be added through identification of additional research methodologies to support or supplement findings.  Part of the role involves working cross-functionally to cascade insights, influence ownership of change delivery and be able to overlay understanding of the member experience from a people and process perspective as well as the specifics of the member journey maps.  Delivery of the *Member Experience Management Strategy* roadmap will be key to success, and by so doing, support the creation of a member-centric culture, through better communication of insights and findings and the measurement of performance against delivery of *exceptional member experience.*  |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Service Delivery/Leadership*** Work with the Member Experience Lead to deliver insights at a relationship, journey and transactional level that support our strategic aims. Deliver analysis of member feedback to produce robust insights that can form the basis of our decision making across the business
* Lead on delivering research & insights initiatives which are fully scoped and aligned with the Member Experience Management strategy and the MPS strategy.
* Where required, undertake supplementary research to provide context to a given project. Utilise appropriate research approach, methodology and third parties to derive the best outcomes and most value from the insights.
* Work collaboratively across the team to ensure insights is aligned with and incorporated into activities taking place across Member and Business Excellence.
* Ensure findings, outcomes and recommendations are aligned and agreed across the Member and Business Excellence Team enabling a collaborative approach.
* Drive effective cascade of insight across the organisation and influence stakeholders to understand member needs and incite action to support achievement of strategic goals.
* Be an expert in member journeys and member needs, utilising your experience and knowledge to provide guidance and information across MPS.
* Act on your own initiative and experience to proactively identify opportunities research & insights which will drive member experience improvements across the member journeys and member metrics.
* Engage with relevant stakeholders and teams across the organisation to understand the member experience and member journeys from their perspective.
* Facilitate better understanding of the member experience across the business through dashboard creation and access as well as development of other tools and resources e.g. member personas.
 | * MBE financial costs Vs plan
* Employee survey questions specific to Member
* Member Experience metric reporting
* Delivery of Member Experience Management strategy
* Improvement in member experience maturity assessment
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| **Financial*** Recommendations for improvements are measurable and contribute to the KPI’s within the Member and Business Excellence team or the wider business.
* Ensuring a commercial lens is applied to recommendations derived from research and prioritised based on cost impact as well as member need.
* Manage and own supplier relationships and performance to ensure consistent value for money which delivers enhanced outputs from third parties.
* Understand / identify when outsourcing is required and ensuring it is in line with department budgets. Aligning on future spend required with the Head of Member and Business Excellence
* Recommendations identify opportunities which are aligned to our sustainable growth ambitions
 | * Member numbers Vs plan
* Income Vs plan
* Retention targets delivered Vs plan
* Spend vs budget
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| **Member*** Document member journeys utilising your research which will identify opportunities to improve and optimise the member experience.
* Influence and challenge key stakeholders in the business to act on the conclusions derived from intelligence and insights.
* Work closely across the Member and Business Excellence team to ensure we are aligned on findings and recommendations.
* Analyse member data to identify trends and the need for member research initiatives.
* Ensure contact with members is appropriate and drives response rates.
* Promote and drive forward the ‘Member First’ value.
* Avocate and voice of the member in all your work and in meetings.
* Support embedding of a member-centric culture at MPS through tools such as member and colleague personas and survey dashboards
 | * Balanced Member Scorecard metrics vs target
	+ MPS NPS – relationship & transactional
	+ MPS MSAT – relationship & transactional
	+ Journey MSAT
	+ Individual country metrics
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| **People*** Ensure the colleague voice is incorporated into analysis of the member experience to provide a 360 degree view and better inform feasible recommendations.
* Taking ownership of own training and learning new approaches and techniques relevant to the role
* Identify and undertake opportunities for continuous professional development through either internal or external training and learning opportunities and professional qualifications.
* Utilise industry best practice to assess and report on member needs and experience improve business performance.
* Build key relationships with internal and external stakeholders as necessary, liaising on projects to enhance quality service and outcomes for members.
* Take an active role in promoting a more inclusive environment, which aligns with our commitment to celebrate and promote diversity.
 | * Delivery of Personal Development Plan to plan
* One to one / performance review meetings Vs Plan
* Colleague feedback
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| **Risk*** Ensure appropriate business processes and controls are in place to support TMO activity within risk appetite; comply with policies and regulatory requirements (as applicable).
* Identify and report risks and issues identified within the member journey and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues.
* Adhere to appropriate business policies, processes, and regulatory requirements (as applicable) to ensure activity within risk appetite.
* Comply with applicable professional ethical guidance and all relevant internal policy and procedures, including those relating to health and safety, data protection, IT security and all those contained within the staff handbook.
 | * Risk & Control Self- Assessments
* Additions to MPS/MBE risk log
* Audit Actions
* KRI reporting
* ORCC reporting
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| **Responsibilities (RACI)** |
| * Identify the most appropriate external data suppliers to conduct primary market research that informs market and member needs, wants and experience with MPS and its competitors.
* Enable business self-service of member insight to share findings and information through research dashboards as well as regular cascade of relevant member insights.
* Manage third parties to extract the most value from the relationship. Identify new or replacement third parties when needed to deliver the best value for money.
* Develop insight led decision making within the organisation, through robust, engaging, and actionable analysis of member needs.
* Guide the business in the understanding and use of key member experience metrics.
* Support the management of our Member Panel via Recollective and ensure appropriate use.
* Effective use of the MPS market research platforms within the team and by the business
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| **Key Governance Responsibilities**  |
| * Contribution to ORCC paper when requested.
* Contribution to KRI reporting when requested.
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| **Leadership Behaviours** | **Level** |
| Fresh Thinking | Leading Self |
| Building Capability in Self and Others | Leading Others |
| Influencing Others | Leading Others |
| Collaborating for Results | Leading Others |
| Leading Self and Others | Leading Self |
| Commercial and Risk Thinking  | Leading Others |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Knowledge and experience of market research methodologies and best practice
* Knowledge and experience of Market intelligence techniques and best practice
* Knowledge and experience of horizon scanning methodologies.
 | * Research and reporting
* Data gathering, analysis and synthesis.
* Qualitative and quantitative market research
* Analysis and reporting
* Segmentation and targeting
* Business acumen / financial awareness
* Strong ability to influence stakeholders.
* Ability to manage third party relationships.
* Communication skills – being able to transform analysis and insight into simple, digestible recommendations.
* Presentation / report writing.
* Ability to use excel and other systems used in report writing / presentations.
 | * Work related to market or competitive intelligence.
* Relevant experience in contributing to or supporting business strategy.
* Work related to customer / market research either client or agency side.
* Managing research projects for international markets
* Material market intelligence experience
* Experience leading on market research projects from briefing to report delivery.
* Management of stakeholders of varying seniority and presenting research outputs to them
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| **Desirable** | * Any relevant qualifications e.g. Market Research Society or Marketing/Data/BI/Market Intelligence
 | * Sector knowledge (health indemnity/professional support, indemnity/ insurance)
* Strategy development and execution.
 | * Working in a health and/ or indemnity / insurance related environment
* Utilisation of research platforms, dashboarding tools, and qualitative systems
* Experience of researching corporates and individuals
* Experience of using and managing market intelligence platforms
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