

Job title: Service Design Lead

Line manager: Service Design & Innovation Manager

Grade (if applicable): 3

Direct reports: n/a



Role purpose:

Working closely with the Resident Insight Team as well as the Resident Engagement team you will play a vital role in the design and delivery of resident-centred service design that improve residents' satisfaction, wellbeing and experience as a Peabody resident.

You will use design-thinking tools and techniques and join the dots to develop and improve the customer experience in the area that matter the most to our residents.

Key results/success metrics:

- Conduct ongoing user research with residents and colleagues to ensure we have a deep understanding of opportunities and pain points across the resident experience
- Manage end-to-end design processes including user research, opportunity identification, testing and prototyping
- Regularly visit front-line services to gain a deep understanding of how our services work and are experienced by residents
- Look for and prioritise needed service improvements using insights and voice of customers.
- Identify inefficiencies and gaps in existing processes and provide improvement recommendations
- Provide fact-based recommendations on improvement opportunities across all levels of the organisation, balancing the "art of the possible" with pragmatism and potential constraints, clearly identifying benefits and establishing metrics to measure the success of the change
- Prioritise and plan potentially conflicting demands from various areas of the business in order to create an effective coherent programme of improvements.
- Co-ordinate activities aimed at translating customer insight around service failure and dissatisfaction drivers into actionable improvements.
- Support the design or redesign of customer journeys using service design, human centred design, co creation with colleagues and residents
- Understanding and communicating the impact of current and proposed service and process design changes on customers and colleagues – listening to and representing their views to ensure the proposed solutions are customer and colleague-focused
- Present service improvements plans and new ideas to the Head of Resident Experience, senior managers and colleagues who have a direct impact on residents' experience
- Co-ordinate and undertake agreed Service Improvement projects
- Provide support and guidance to colleagues on how to constantly improve, review, measure their activities.
- Engage colleagues mainly working in homeownership, operations and repairs and work proactively together to identify and implement solutions to enhance the residents' experience.
- Develop visualisations to share complex information from a variety of perspectives in easily digestible formats for stakeholders to consume
- Act as a point of contact and communicate improvement project status to the relevant business owners and leads. Liaise with business leads and stakeholders to identify and define requirements, scope and objectives.
- Carry out checks – such as mystery customers – and compile lessons learnt from each projects.

Version Date:

Signed off by:

About you:

You will be:

- Deeply empathetic and understanding of residents' and colleagues' needs
- Achievement and results-oriented on behalf of residents
- A team player with a good level of independence
- A clear thinker and problem solver
- Be able to identify key information from large volumes of data and quickly establish the root cause of the problem.
- Able to prioritise own workload to achieve tasks within agreed timescales
- Able to negotiate and influence colleagues and stakeholders

You will have:

- Experience in service design, human-centred design, product design or a similar discipline
- A can do attitude and demonstrable ownership and accountability
- Service delivery which is focussed on the customer and shaped by putting yourself in the customers shoes
- Strong communication skills and ability to communicate in a range of formats to colleagues, customers and external contacts
- A genuine interest in understanding our residents
- An ability to use customer insight and acquire knowledge to deliver continuous improvement to our services
- A solid background in Customer Services
- Exceed in customer journey mapping
- Knowledge of customer experience measurements, analysis and reporting
- Analytical mind-set with the ability to identify service improvement opportunities
- The ability to produce clear, logical and compelling reports and presentations
- Excellent project management and continuous improvement skills

Desirable:

- Project management certification
- Service Improvement certification