Job Title:	Department:	Reporting To:
Customer Insight Analyst	**Customer Experience**	**Head of Customer Voice**

Please note: this job description outlines key responsibilities and duties but is not exhaustive. Additional tasks may be assigned as needed to support Magenta Living's goals and objectives.

How your role will contribute to **Magenta Living's Purpose, Vision & Values**:

Our Purpose:
Empowering people is our purpose.

Our Vision:
We believe in opening doors to homes full of love, communities full of life and a world full of possibilities.

Our Values:
'Do the Right Thing'.
This is the thread that weaves our actions, decision-making, and connections.

- Responsible for gathering, analysing, and interpreting data to provide actionable insights to support the continuous improvement of our customer experience.
- Support various departments by delivering comprehensive reports and recommendations to enhance customer experience.
- Collect and analyse customer data from various sources, including surveys, complaints, customer panel activities, and transaction records, to provide comprehensive insight into our customers and their needs.
- Identify trends, patterns, and correlations in customer data to offer strategic recommendations to the business.
- Develop, maintain, and collaborate with stakeholders on reports that visualise key customer metrics. Ensure these reports are updated regularly and accurately reflect the latest data.
- Conduct market research to benchmark against competitors and identify opportunities for enhancement.
- Deliver findings and insights to stakeholders with clarity and precision, ensuring that complex data is communicated in an accessible manner.
- Collaborate with stakeholders from across the business to develop and manage a customer insight programme that aligns with business strategy and requirements.

At **Magenta Living**, our **Purpose, Vision & Values** aren't just words that sit on a page.
They serve as a constant reminder of **why we do what we do**.
Let's all #BeMoreMagenta.

What you will bring to us:

Essential Skills & Experience

- Proven experience in data analysis or a similar role.
- Strong analytical and problem-solving skills.
- Detail-oriented with a passion to enhance customer experience.
- Proficiency in data analysis tooling.
- Familiarity with data visualisation tools such as Power BI.
- Excellent communication and presentation skills.
- Ability to work independently and collaboratively in a team environment.

Education & Qualifications

- Experience in customer insights or market research.
- Knowledge of CRM systems and customer segmentation techniques.
- Degree, certifications or equivalent in data analysis, or related fields.

This role is not subject to a mandatory DBS check.

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