

ROLE DESCRIPTION

Job Title	Customer Experience Manager
Salary Band	51-55
Reporting to	Head of Franchising
Directorate	Place
Service Area and sub area	Transport
Team	Franchising
Political Restriction	N/A

<p>1. Primary Purpose of the Post</p> <p>Background:</p> <p>The Liverpool City Region Combined Authority is embracing a once in a generation opportunity to integrate and improve our public transport network, aiming to make journeys quicker, cheaper, greener, and more reliable. Buses are at the heart of our Liverpool City Region transport network, with more than 400,000 journeys by bus every day – accounting for over 80% of all trips on public transport. The most vulnerable in society rely most on the bus network, helping them out of social isolation and into work. For these reasons, the Liverpool City Region wants to see a thriving, affordable and sustainable bus network, with a strategic approach driving a better customer experience and patronage growth.</p> <p>Following a major public consultation in summer 2023, Liverpool City Region Mayor Steve Rotheram made the landmark decision to move to a bus franchising model in the region, bringing bus services into public control and giving greater control over fares, routes, and timetables, allowing services to be operated in the interests of local bus users.</p> <p>Purpose of the Post</p> <p>As Customer Experience Manager for Bus Franchising, you will ensure that the customer and their needs are at the heart of what we do. You will drive engagement with our communities and use insight from data to ensure that what we deliver is in line with the aims of Bus Franchising.</p>
<p>2. Your responsibilities</p> <p>This is a key Transport for LCR leadership role, and you will lead a team who will be responsible for:</p> <p>Customer Experience:</p>



- Informing the design of franchise specifications in terms of the “end to end” customer experience
- Working with other key individuals within the franchising team and in the wider transport team to fully understand all aspects of the customer experience and how this could be improved – for example customer information, affordability, accessibility, safety and security, onboard experience, interchanges (and integration with other modes), staff interaction, correspondence/complaint handling
- Lead on any engagement with external bodies and customer groups and ensure key decisions are based on objective data such as passenger surveys and focus groups
- Ensuring franchise contracts and performance regimes have at their core the outputs and metrics which will create the right framework for operators to deliver the expected levels of customer service

Fares and Ticketing:

- Understand the context in which bus franchising is being implemented and the current landscape of fares and ticketing across buses and the wider public transport network within the LCR
- Understand the approaches being taken by other public transport authorities
- Develop an approach to fares and ticketing that is most likely to deliver our required outputs of increasing bus patronage and making public transport more integrated, accessible and affordable
- Identify the financial resources/investments required to bring the strategy to life, ensuring strategies and action plans are adopted to implement the agreed options
- Develop a thorough approach to revenue collection/revenue protection, ensuring operators are prepared and encouraged to discharge their duties

Communications and Engagement:

- Working with other bus franchising workstreams, particularly operations and finance to understand the art of the possible in terms of maximising the customer experience within the overall financial and contractual framework of bus franchising
- Working with Communications and Government Relations team to establish an overall engagement strategy for Bus Franchising, ensuring that all key stakeholders are considered and fully engaged with the process
- For each procurement round, to carry out effective engagement across all our communities to inform all elements of Bus Franchising, with special consideration given to digitally excluded and hard to reach groups

IT, Systems and Processes:

- Establish which IT systems will be needed to achieve the aims of Bus Franchising
- Plan and implement procurement and upgrades of systems and infrastructure as required and in line with the high-level strategies on systems ownership
- Where needed, work with successful bidders to ensure compatibility of systems and interfaces



3. General Corporate Responsibilities

Demonstrating the right culture and communicating effectively

- Continuously demonstrating the behaviours of LCR First, Respect and Action Focused
- Regular dialogue and positive business relationship building with internal and external colleagues
- Sharing knowledge and information with others
- Building personal and departmental credibility
- Participating in work to ensure that the wider CA (Combined Authority) is ready for Bus Franchising, especially across all Enabling Service areas
- Ensuring customer focus, inclusion and value for money are at the heart of decision making and implementation

4. General Managerial Responsibilities

- You will be expected to deputise for the Head of Franchising as required and provide mentoring and advisory support to other members of the team and beyond
- You'll lead a small in-programme team as well as working in partnership with the Combined Authorities in-house procurement, legal and finance teams
- Every employee has a responsibility to ensure that their work complies with all statutory requirements and with Standing Orders and Financial Regulations of the Combined Authority, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and the Combined Authority's safety plan
- This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline the primary areas of responsibility at the time of writing

PERSON SPECIFICATION

Job Title: Customer Experience Manager

Qualifications and Training	E = Essential D = Desirable
Relevant professional qualifications and / or significant relevant transport sector leadership experience	E
Evidence and commitment to continuous personal and professional development	D

Experience and knowledge	E = Essential D = Desirable
Significant experience in leading customer-facing change programmes across a complex organisation	E
Experience of co-design, gathering and applying business requirements	E
Evaluating commercial tenders and supplier management	E
Using data to inform strategies and decision making	E
Developing strategy, setting KPIs and reporting regularly through programme governance	E
Experience of engaging with a wide range of stakeholders, including digitally excluded and hard to reach groups	D
Managing customer facing teams in a public transport setting	D
Understanding of Business Change methodologies and experience of successfully applying these appropriately to implement organisational change	D
Experience of designing and / or implementing fare and ticketing strategies	D
Experience of commissioning and implementing innovative digital solutions and systems.	D
Experience of working with commercial colleagues to ensure schemes are commercially sound and provide best value for money	D

Skills and abilities	E = Essential D = Desirable
Ability to lead, inspire and motivate others within a culture of proactive service delivery and continuous improvement	E
Ability to quickly build credibility with and influence senior managers, stakeholders and decision makers including politicians and partner organisations	E



Ability to translate data and insight into tangible benefits that meet organisational objectives	E
Ability to lead teams through ambiguity and also in areas outside of own technical expertise	E
Highly developed written and oral presentation skills with ability to present complex ideas in a clear and comprehensible way	E
Positive, flexible, responsive, dynamic and creative approach to problem solving, encouraging ideas from across teams, working around constraints and challenges to translate ideas into practice	E
Understanding of issues facing a city region	D

Personal Attributes & Behavioural Competencies	E = Essential D = Desirable
A passion to improve public transport services	E
An understanding of and a personal commitment to the Vision and Aims of LCR Combined Authority	E
A commitment to providing a high-quality customer service and ensuring service standards are met	E
Demonstrable commitment to diversity and inclusion, together with a clear appreciation of equalities issues	E
Flexible approach to working hours and willingness to work flexibly as and when required	E
Quality, time management and organisational skills	E
Knowledge of the key issues facing a City Region.	D
A commitment to achieving Social Value across all areas of work.	E