

Customer Intelligence Analyst

Don't just find a job. Feel it.



You'll help drive customer-focused improvements across RHP by analysing customer data and feedback to identify trends, understanding customer needs and generating actionable insights that support service improvements. Working with stakeholders and teams, you'll support transformation initiatives, improve our customer journeys and ensure customer insight is embedded in the design and delivery of our services.

Connect with what you'll do

In the role you'll:

- ▶ Analyse customer data from multiple sources to identify trends, patterns and insights that inform business decisions and strategic priorities.
- ▶ Develop a deep understanding of customer needs, behaviours and pain points, using both quantitative and qualitative data.
- ▶ Produce clear, actionable insight that supports service design, customer experience improvement and transformation initiatives.
- ▶ Build and maintain customer performance metrics, dashboards and reporting packs to monitor outcomes and track impact.
- ▶ Work with stakeholders across the organisation to understand customer-related requirements and translate them into clear analytical outputs.
- ▶ Conduct interviews, workshops and surveys to gather customer insight and stakeholder input.
- ▶ Analyse customer journeys and processes to identify inefficiencies, root causes of issues and opportunities for improvement.
- ▶ Develop customer journey maps, process models and insight documentation to support decision-making and delivery.
- ▶ Use data and insight to support the delivery of projects and customer-focused change initiatives across the Transformation portfolio.
- ▶ Collaborate with project, change and delivery leads to ensure customer insight informs solution design and prioritisation.
- ▶ Support key project phases, including design validation, testing and implementation, ensuring customer requirements are met.
- ▶ Monitor and evaluate post-implementation outcomes to assess impact on customer experience and performance.
- ▶ Act as a liaison between business teams, analysts, IT and transformation colleagues to embed customer insight into delivery.
- ▶ Communicate findings, insights and recommendations clearly through reports, presentations and stakeholder forums.
- ▶ Support stakeholders in using customer intelligence to inform decisions and drive continuous improvement.
- ▶ Contribute to training and knowledge-sharing to improve organisational understanding of customer intelligence and data-led decision-making

Connect with how you'll do it

We're looking for someone with experience of:

- ▶ Proven experience working in a fast-paced environment, managing multiple priorities
- ▶ Demonstrated experience in customer intelligence, insight, analytics or business analysis roles.
- ▶ Strong analytical and problem-solving skills, with the ability to interpret complex customer data and translate it into actionable insight.
- ▶ Analysing customer journeys, behaviours and outcomes to inform service or experience improvement.
- ▶ Strong stakeholder management skills, with the ability to influence and build collaborative relationships
- ▶ Presenting insights to non-technical audiences.
- ▶ Educated to degree level or qualified by equivalent professional experience.

It'd blow us away if you had:

- ▶ Experience using data analysis and visualisation tools (e.g. Power BI, Tableau, Excel, SQL or similar). Familiarity with insight frameworks and techniques (e.g. segmentation, personas, journey mapping).
- ▶ Knowledge of change or project delivery environments, with experience supporting customer-focused initiatives. Understanding of data governance, data quality and ethical use of customer data.

The key behaviours we expect in the role include:

- ▶ Role modelling our values: We know our stuff / We make it happen / We care
- ▶ Demonstrating inclusive behaviours, respecting and embracing difference and listening to other people's unique perspective.
- ▶ Communicating passionately and authentically across different channels, adapting your style and methods to meet the needs of a diverse range of customers and colleagues.
- ▶ Taking pride in being organised, prioritising tasks to meet deadlines. Being self-motivated and able to work without close supervision.
- ▶ Being a great team player and doing what it takes to keep the business moving forward.
- ▶ Working in a methodical way with excellent accuracy and attention to detail.
- ▶ Taking ownership and being tenacious to make things happen. Building trust by doing what you say you will.
- ▶ Remaining curious to bring fantastic new ideas to your role which stretch you and improve customer experience.