



## JOB DESCRIPTION

**Job Title:** Head of Customer Experience

**Reporting to:** Customer Propositions Director

**Department:** Customer Propositions (includes Product, Guest Relations and Health & Safety)

**Hours:** Part time or Full Time (30-37.5hrs per week)

### Company Background

Hotelplan is a large pan-European travel group headquartered in Switzerland, under the ownership of Migros, the leading Swiss co-operative retailer.

In the UK, Hotelplan is a well-established and profitable family of specialist tour operators, with a strong tradition of excellence & high standards of quality and service. Each of our companies is incredibly passionate about its holidays, and our staff both in UK and overseas are focused to ensure that we meet, indeed exceed the expectations of our discerning and loyal customers, many of whom travel with the company time and again.

The Hotelplan UK family of brands includes Inghams, Esprit, Santa's Lapland based in Farnborough, together with the adventure travel businesses, Explore Worldwide also based in our Farnborough offices and Inntravel business based near York.

Sustainability and Responsible Tourism is at the core of everything we do, and should be a passion for everyone employed by the group.

**Our vision** - *"To be the most loved travel company in our markets, famous for customer experience and sustainable travel"*.

### Job Purpose

This is a new role within the Customer Propositions team, focused on developing our customer experience vision and strategy and defining the service proposition across the customer journey, to ensure we can achieve our brand and commercial ambitions. Working with cross-functional teams across our Ski, Summer and Lapland brand portfolio, you will identify the need, gather the requirements and set the direction for a variety of customer experience initiatives - from improvements to our post-booking customer journey, evolution of our in-resort service, to enhancements to our self-service tools.

Key to this role is ensuring we offer customer experience propositions that meet the evolving needs of our target customers, services which are useful and valuable to customers, are market leading, sustainable, in line with our brand visions, and are commercially viable in what is a challenging and changing industry landscape.

You may not be operating at a Head of level currently, but you will be looking for your next challenge and ready to step up and develop within this role. You'll need to start with an understanding of customer needs, barriers and behaviours – as well as the competitive landscape. You'll combine this with your experience of the complex challenges of delivering service excellence in modern tour operating. You'll need to be a natural influencer, working closely with colleagues across the business, to develop and bring to life your proposals utilising their resources and enriched with their subject matter expertise.

You will not be hands on delivering many of your initiatives – your colleagues across the business will be – so you will need to be motivating to gain their buy-in, and solution focused to help them overcome obstacles. You will act as a key stakeholder and business requirements owner, with your end goal being to ensure existing and new service tools and propositions are appealing, operationally and commercially viable, and brought to market in an accurate and compelling way.

### **Main Responsibilities and Key Tasks**

- Define the customer experience vision, and create a roadmap for our service proposition evolution throughout the customer journey, to better meet new customer expectations, align to brand visions, capitalise on opportunity gaps and resolve business challenges
- Work closely with Product, Guest Relations, Sales, UK and Overseas operations teams, Marketing and IT teams to evaluate the effectiveness of existing customer experience propositions, optimise them, and set the direction for new projects to enhance and test new concepts, ensuring they are rolled out in line with agreed plans
- Champion the customer and the need for variations to the customer experience delivery by segment, brand and product
- Gain buy-in to the strategy from the Senior Management Team with clearly articulated insight led proposals, with business cases and achievable ROI – particularly where investment is required for tools and development
- Ensure sustainability and health and safety goals are clearly defined across all service propositions, in line with HPL strategy, working with our Head of Sustainability and Senior Health & Safety Manager
- Deeply understand the needs of our diverse customers to develop and improve customer experience propositions in the future
- Work closely with Head of Guest Relations to enhance and evolve our voice of customer feedback channels, beyond the existing Guest Feedback Forms and feefo
- Scope, brief and oversee any insight projects required to inform the evolution of the tools and service propositions – utilising existing internal data sources where possible, and commissioning research where essential
- Help drive a culture of customer-centricity across the business, along with a culture of innovation to meet developing customer needs, resolving business challenges and seizing opportunities

### **Knowledge, Skills & Experience**

- Passionate about travel and delivering a high standard of customer experience

- Significant experience at management level within a Customer Experience, Operations or Product function, ideally within the UK travel industry
- Have brought to market customer-facing propositions for a consumer service or product and been a key stakeholder in ensuring they are delivered to business requirements
- Strong communicator, influencer and team-player across departments and in matrix structures, with the ability to build and maintain trusted working relationships with colleagues and external contacts
- Stakeholder management experience, with strong influencing skills at senior leadership levels
- Commercially astute, with strong competencies in planning and organising
- Curious about customers and understanding their behaviours and motivations
- Intuitive based on experience to date, but still bias to make decisions based on insight and data
- Pro-active, flexible 'can do' attitude, sense of urgency, and ability to thrive in a fast-paced work environment
- Organised, with great time-management skills and an ability to multi-task

### **Values**

- Be Passionate in everything we do
- Work together as a United team
- Be innovative embracing and driving change
- Trusted, open and honest
- Stand out and be distinctive

### **Key Competencies**

- Customer centric
- Effective communicator
- Problem solving
- Influencing and negotiating
- Results driven
- Innovation and change orientated

### **Working Relationships (internal, external, cross-functional, direct reports)**

- Guest Relations, Health & Safety team and Product team (all part of Customer Propositions team)
- Overseas team
- UK Operations team
- IT Team & PMO
- Marketing team
- Sales Reservations team and Agency Sales
- Digital & Strategy team in Hotelplan Group
- Externally, with tech partners and supply chain partners such as DMCs

## **Benefits**

Work life balance is important to us at Hotelplan and so we are open to discussion on working hours. We care about your output not when you do it. All we ask is that you come to the office 2 days a week for team meetings and to collaborate with others as and when we need you to.

You will start with 25 days holiday a year (pro-rata) – this rises by 1 day per year to 30 days after 5 years with the company. You also get UK bank holiday. There is the option to ‘buy’ additional holiday leave if you need more time off

Pension scheme and life assurance.

Bonus eligibility based on company performance each year.

A 50% holiday discount scheme on holidays across the Hotelplan range. Everything from adventure tours to ski holidays.

A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs – including dental treatments and optician costs.

2 volunteer days a year.

A bar and games room at HQ.

Rail season ticket loans available. Electric car scheme in the very near future with charging points at work.

We subscribe to the ‘Cycle to Work’ scheme.

Employment Assistance Programme – a 24/7 helpline offering practical and emotional support for a whole range of issues.

## **The small print**

*This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.*

**Date of Description:** 17<sup>th</sup> May 2022