

City of Burlington

Non-Union Job Evaluation

Position: Customer Experience Analyst

Department: Customer Experience

Current Job Rating: Grade 8 (Under Review)

Supervisor's Position: Customer Experience Coordinator

POSITION SUMMARY:

This position provides system and data analysis, reporting and training activities to support the successful delivery of customer experience across the organization. The CX Analyst facilitates system usage, reporting and analysis for all CRM-enabled services, and compiles data to support Voice of the Customer initiatives across all services. The CX Analyst is also a key resource on effective use of CRM and the creation of customer-facing forms.

The City of Burlington expects all employees to work in an environmentally friendly way in all the tasks that they do; to work in a manner that is safe for themselves and others and to be aware of their health & safety obligations; to continually look for opportunities to improve their job that will result in excellence in municipal government and; to recognize the uniqueness of the individuals they come into contact with, and to treat them with dignity and respect.

DUTIES AND RESPONSIBILITIES:

1. Design and build data-driven dashboards, reports and charts to satisfy reporting requirements from all levels of the organization. Fulfill the role of Power User for the CX Program in the City's enterprise-wide Business Intelligence platform.
2. Identify, inventory and advance the collection of customer feedback data in all forms to support Voice of the Customer initiatives, including analysis of google and cludo search analytics to examine customer responses and website data. Identify high traffic and low traffic (underperforming) web pages. Spark and facilitate conversations with appropriate service leads on how to ensure great performance on customer-facing web pages and implementing changes to improve.
3. Work with departments to maintain a thorough understanding of the individual department business processes as they relate to the creation, collection, maintenance and use of customer data. Build a strong relationship with all organizational stakeholders related to the use and maintenance of customer information, how the CRM system is being used, the effectiveness of CRM requests and Knowledge Base Articles.
4. Provide guidance and share knowledge on how to create accessible, inclusive online content, forms and documents. This position may be trained

- by Corporate Communications, the Accessibility Coordinator or receive additional training from an external organization.
5. Build new or revise existing online forms, completing technical tasks. Collaborate with the Clerks Technology Analyst and CX Coordinator to prioritize efforts. Participate as a member of the City's Online Forms Update Group.
 6. Assist in maintaining a corporate Knowledge Base including writing, publishing and maintaining Knowledge Base Articles for the CRM system, configuring new and editing existing request types. Liaise with departments to collect the appropriate information and identify gaps in content, updating as required including on the website during CX Support meetings.
 7. Configure, run and administer reports as required by Service Burlington management, departments, senior management or Council. Verify accuracy of reports and investigate any anomalies. Provide assistance in configuring new reports based on obtaining requirements from stakeholders.
 8. Identify cross-functional business process issues related to the use of CRM and the collection, creation, maintenance and use of customer data and make recommendations to the CX Coordinator for data-related business process improvements. Where business processes are compromising or challenging the City's ability to collect, create, maintain and use data through CRM to help improve customer experiences, identify and communicate those issues and make recommendations for how those data and system-related business processes or user behaviours can be improved.
 9. Provide guidance and share knowledge on how to use reports, dashboards and other data-driven tools across the City related to customer information, to any City staff who needs access to reporting. For example, this role may train a City Manager on how to run reports from the CRM system using the Advanced Find feature. This role may train members of the CX Working Group on how to use the Business Intelligence dashboard that is using data from the CRM system. This role may also train Form Builder users on how to use statistics from eSolutions.
 10. Conduct end user testing of web-based applications and enhancements to Burlington.ca to assess user experience, accessibility requirements and ease of design
 11. Conduct research through various media platforms to gather feedback on customer's ease of use and satisfaction interfacing on the City's websites and online service products
 12. Make recommendations on opportunities to improve user experience and advocate for design thinking to reduce the number of clicks, redirects and time it takes a user to navigate/interact with a city service.

POSITION SPECIFICATIONS:

Education: Completion of a three year diploma/degree in business, computer science, communications, information management, data analysis, web development, user experience design or related field.

Experience: One to three years of experience related to data and analysis for contact centres, call centres, website or telephony systems. Experience using customer data in

an enterprise-wide business intelligence platform and Voice of the Customer will be considered an asset. User experience design and forms design are also considered an asset.

Work Environment: 35 hour work week, standard office environment.

Supervision:

Supervision Given: Provides guidance and direction when needed, gives no direct supervision. Provides training to staff across the Corporation.

Staff Years Supervised: None.

Time Pressures: Deadlines are generally known in advance. Must be able to respond immediately to urgent system issues and questions.

Responsibility:

Supervision Received: Works independently results subject to occasional review by supervisor.

Effect of Errors: Errors can result in delays and impact other departments, resulting in a loss of time outside of the department to correct and negatively affect public image. Errors in analysis can have significant impact on decision-making outcomes given that reports may be relied upon by program leadership.

Freedom to Make Decisions: Works independently within department policies and procedures . Consults supervisor when making major decisions and recommending a change to policy or process.

Interpersonal Contacts:

Purpose: Deals routinely with staff at all levels, including subject matter experts. Required to obtain information from others related to customer data across all services. Collaborates with the enterprise Business Intelligence team in IT Services. Must maintain tact and diplomacy, solving problems to keep good relations.

Nature: As this is a centralized service, contacts can be difficult on a regular basis when unable to meet internal customer expectations due to timeliness of response or desired functionality/system issues.

Ingenuity: Requires the ability to make decisions based on standard corporate policy and procedures. Identifies issues and needs for improvement and attempts to maximize use of computer technology in meeting customer demands and delivering customer-centric services efficiently and effectively. Strong analytical and problem-solving skills required when analyzing reports. Strong creative and design skills to achieve effective data-driven dashboards, reports and logical forms that provide an outstanding user experience. The ability to understand and document complex inter-departmental processes is required. **Physical Demands:** Few physical demands.

Date: October 15, 2021

Signatures:

Incumbent(s): _____

Supervisor(s): _____

Department Head: _____