

Role Profile

Role:	Customer Care Performance & Insight Lead
Directorate:	Customer & Growth
Salary Band:	Band 8
Post reference:	CG10
Job Evaluation Date:	27.05.2026
Role statement of purpose:	The Performance & Insight Lead is responsible for turning Customer Care data into clear, actionable insight that drives performance, accountability, and continuous improvement across Customer Care. They will champion data quality, lead the production of high-quality operational reporting, from daily performance through to executive governance forums, ensuring transparency and facilitating robust decision-making. The role will identify root causes of customer demand and complaints, translating these into meaningful insight for Customer Experience, system development, and service improvement. Acting as a critical link between operations, CX, and the Customer Care of the Future product owner, they will ensure insight informs change, enhances Customer Care colleague experience, and enables a more efficient, customer-focused service.
Reports to:	Customer Care Service Enablement Manager

	Key Role Outputs (KROs) <i>these set out what must be achieved for the post holder to be successful in the role</i>	Key Actions <i>These set out how the KROs will be achieved – the activities required.</i>
1.	Deliver operational performance reporting.	- Develop and maintain daily, weekly and monthly performance reporting. - Ensure accuracy, consistency and a single source of truth across all Customer Care metrics. - Provide clear narrative and context to support interpretation and drive stakeholder action.
2.	Ensure the integrity, reliability, and transparency of all performance and insight data.	- Establish and maintain clear data definitions, quality standard, and validation processes to ensure consistency across all reporting. - Proactively identify, investigate, and clearly communicate data quality issues, limitations, or

		gaps, ensuring stakeholders understand any risks to interpretation. • Work collaboratively with system owners, data teams, and operational colleagues to resolve root causes of data inaccuracies where possible. • Implement controls and continuous improvement processes to enhance data quality over time, reducing reliance on manual fixes.
3.	Effective performance governance and decision support.	• Produce Customer Care insight-led reporting for Performance Board, ELT/CELT, and change forums. • Highlight risks, trends and opportunities with clear recommendations. • Ensure governance forums are informed by strong evidence-based storytelling, not just data.
4.	Insight-driven understanding of customer demand.	• Analyse contact drivers across channels (calls, digital, complaints). • Identify emerging trends, failure demand and pressure points. • Translate data into meaningful, accessible insight for stakeholders (including improvements to be actioned by system product owner, training & coaching needs).
5.	Root Cause Analysis of complaints and customer pain points.	• Lead structured RCA on complaints and escalations. • Identify systemic issues (process, policy, systems, information). • Quantify impact and prioritise areas for intervention. • Work with Customer Experience team to hold organisation to account to make data-led improvements.
6.	Provide insight feed into Customer Experience improvement.	• Provide regular thematic insight to the CX team on customer journeys and pain points. • Collaborate to shape CX priorities and improvement roadmaps.
7.	Data-led input into system and product improvements (CCoF).	• Work closely with the System & Product Owner to inform backlog priorities. • Translate operational challenges into clear, data-backed requirements. • Track impact of system changes on performance and colleague experience.
8.	Enabling continuous improvement through insight.	• Identify improvement opportunities based on performance and customer insight.

		• Size benefits (e.g. reduction in demand, efficiency gains, CX impact). • Support prioritisation and monitor outcomes post-implementation.
9.	Building a high-quality insight and MI capability.	• Establish robust MI frameworks, definitions and reporting standards. • Improve use of data, visualisation and storytelling across the function. • Develop self-serve insight capability for operational leaders to influence decision making.
10.	Strong cross-functional collaboration to deliver the Customer Care vision and culture.	• Build effective partnerships across Customer Care (specifically Service Delivery but also Quality Assurance, Learning & Development, Planning & Systems) Customer Experience and Customer Travel Information. • Actively contribute to shaping and embedding a consistent, customer-first culture across Customer Care. • Ensure Customer Care insight is shared proactively and used collaboratively to drive aligned priorities and outcomes. • Support a joined-up approach to problem solving, ensuring performance, people and customer outcomes are considered together.
11.	Any other duties as required.	• Act as an influential member of the Service Enablement function of Customer Care. • Provide cover for the Service Enablement Manager as and when required. • Ensure that cultural priorities of the organisation, such as Equality, Diversity and Inclusion, are fully incorporated into ways of working within the teams.
Compulsory Outputs (COs) <i>these set out what must be achieved for the post holder to be successful in the role</i>		Key Actions <i>These set out how the COs will be achieved – the activities required.</i>
C1	Ensure all Customer Care performance & insight activities align with TfGM's strategic priorities, risk appetite, and compliance requirements.	• TfGM Safety Management System (In particular section SMS 201 Roles and Responsibilities) • Bus Operator contractual management • Dignity at Work policy • Information assurance and security in line with Cabinet Office requirements • Risk management • TfGM policies and procedures

		- Equality and diversity legislation - TfGM Vision & Values - Act in accordance with TfGM's behaviours and competencies
C2	Any other reasonable duties as required from time to time	See above

Key Interdependencies

Key Contacts	Customer and Growth Director Head of Customer Service Delivery Manager Service Enablement Manager System Product Owner Head of Customer Experience Head of Customer Travel Information TfGM IS TfGM Fares & Ticketing TfGM Metrolink TfGM Bus TfGM Rail TfGM Active Travel Operational Control Centre Operators / suppliers
Direct reports	None
Budgetary responsibility	As part of this role, it is important to identify cost savings and efficiencies to deliver value for money
Location	TfGM, 2 Piccadilly Place, Piccadilly, Manchester, M1 3BG and other locations from time to time as determined by role

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Created by					
Lucie Child 2026					

	Head of Customer Care <i>(Knowledge, skills and experience required at selection stage)</i>
E	Essential Experience:
E1	Proven experience in performance reporting and management information (MI): delivering regular operational reporting (daily/weekly/monthly) in a high-volume environment.
E2	Strong analytical capability with experience translating data into actionable insight: Turning complex data into clear, decision-ready narratives and recommendations.
E3	Experience working in a customer-facing or contact centre environment: strong understanding of operational KPIs (e.g. demand, FCR, AHT, complaints, CX metrics).
E4	Experience supporting senior stakeholders and governance forums with insight: producing reporting for boards, leadership teams, or formal governance structures.
E5	Demonstrable experience of identifying trends, root causes, and improvement opportunities: Including structured Root Cause Analysis on complaints or customer issues.
E6	Experience working with multiple data sources and ensuring data quality and consistency: creating a “single version of the truth” across teams.
E7	Strong stakeholder management and influencing skills: working cross-functionally to ensure insight is understood and acted upon.
E8	Experience using data visualisation and reporting tools (e.g. Power BI, Tableau or similar): developing dashboards and reporting outputs for different audiences.
E9	Experience working in an environment undergoing change or transformation: using insight to support improvement, system change, or new operating models.
E10	Ability to prioritise and manage competing demands in a fast-paced operational environment.
D	Desirable experience:
D1	Experience in a transport environment.
D2	Experience of Local Authority and Central Government decision making procedures, including political awareness.
D3	Experience working with CCaaS, CRM or contact centre technologies; understanding system-generated data, transcripts, or interaction analytics.
D4	Experience feeding insight into product/system development or change backlogs, translating operational insight into system or process improvements.
D5	Experience of predictive or diagnostic analytics (e.g. forecasting, demand modelling)
D6	Experience embedding data literacy or self-serve insight within teams.
D7	Experience working closely with Customer Experience or service design teams.
EQ	Essential Qualifications – Technical, Vocational or educational:
EQ1	Degree (or equivalent experience) in a relevant discipline, e.g. Data Analytics, Business Management, Mathematics, Economics, Social Research or similar.
DQ	Desirable Qualifications – Technical, Vocational or educational:
DQ1	Professional qualification or certification in data analysis / visualisation tools, e.g. Power BI, Tableau, SQL, or equivalent analytics platforms.

DQ2	Relevant contact centre or customer operations qualification e.g. CCMA accreditation, Customer Service Institute qualification, or equivalent.
DQ3	Training or certification in research, insight, or customer experience methodologies e.g. Voice of the Customer, service design, or insight frameworks.
DQ4	Lean / Continuous Improvement qualification (foundation level or above), e.g. Lean, Six Sigma Yellow/Green Belt.
EA	Essential Attributes:
EA1	Technical and data capability.
EA2	Strong problem-solving mindset with ability to storytell and influence.
EA3	Customer-Centric Thinking.
EA4	Ability to work effectively as part of a team, contributing to team objectives and supporting colleagues to deliver an effective service.
EA5	Confidence to highlight any issues and suggests solutions or new ideas.
EA6	Personal behaviour that is in line with TfGM's values and behaviors.
EA7	Punctual and attentive.
EA8	Pride in consistently delivering work to required standards.