

Role Description

Customer Experience Analyst



Cluster	Transport
Agency	Sydney Metro
Division/Branch/Unit	Operations, Customer & Place-making / Customer Strategy
Location	680 George Street, Sydney and other site locations
Classification/Grade/Band	Grade 7
Role Number	51000754
ANZSCO Code	TBC
PCAT Code	TBC
Date of Approval	TBC
Agency Website	https://www.sydneymetro.info

Agency overview

Sydney Metro is leading Australia's biggest public transport infrastructure program, developing and delivering a new world-class metro railway system for Sydney.

As a new NSW Government statutory authority, Sydney Metro has been tasked with developing and delivering metro railways, and managing their operations. Sydney Metro also leads the development of vibrant station precincts to meet customer and community needs, transforming the way Sydney travels and helping shape the future of Australia's largest city.

Primary purpose of the role

The primary purpose of this role is championing the customer and assisting with the delivery of an easy experience for Sydney Metro Customers.

The role will provide support to the Customer Experience team, running data analysis and insight generation. The role will include responsibilities across ethnographic research, sentiment measurement and customer satisfaction to drive continuous improvement for Sydney Metro.

Key accountabilities

- Live the NSW Public Sector and organisational values to achieve outstanding outcomes for the organisation and customers
- Design and manage research projects from start to finish, including delivery and strategic recommendations
- Questionnaire writing and presentation writing
- Generate actionable customer insights and influence business decisions
- Analysis of customer information, feedback and other available customer data to identify opportunities for improvement

- Support customer advocacy across the Sydney Metro product through the use of customer research and data gathered from multiple sources, including other Divisions of TfNSW, to ensure informed decision making
- Managing agency supplies and building a strong relationship
- Provide support in the establishment of systems to gather and report customer feedback and data to allow for informed decision making

Key challenges

- Working with a wide range of technical and operationally diverse people across the project, and influencing them to develop customer-focused solutions for business issues
- Understanding and responding appropriately to constantly changing customer needs
- Understanding how to leverage best practice, trends, issues and opportunities in Customer Experience
- Ensuring customer data and feedback achieves the required level of influence across Sydney Metro to ensure customer needs and insights are used as a key driver of all project activities from planning through service design development and delivery.

Key relationships

Who	Why
Internal	
Manager Customer Experience	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions • Provide regular updates on key projects, issues and priorities • Work cooperatively within the team, exchange information and assist other team members to achieve team objectives and work outcomes
Integrated project teams and wider Sydney Metro Office	<ul style="list-style-type: none"> • Build collaborative working relationships to ensure projects meet client needs and enhances customer experience • Strong interface with project strategy & definition and interfaces workstreams
Other TfNSW divisions and Transport operating agencies	<ul style="list-style-type: none"> • Build collaborative working relationships as part of the consultation process for customer strategies and negotiate and implement strategies into business solutions
External	
Service providers, providers of specialist contracting and consultancy services, other government agency (State and Commonwealth); private sector groups; corporate and industry	<ul style="list-style-type: none"> • Build collaborative working relationships

Role dimensions

Decision making

The role operates within the requirements of the agreed work plan and establishes operational priorities in consultation with the Senior Manager, Customer Experience. The position holder is expected to deliver assigned projects on time and at or below budget and is fully accountable for the quality, integrity and accuracy of expert advice provided.

Reporting line

Sydney Metro operates under a matrix reporting model across functional, implementation groups and/or project workstreams.

The role reports directly to the Senior Manager, Customer Experience

Direct reports

The role has no direct reports

Budget/Expenditure

The budget/expenditure allocation for the role will be confirmed

Essential requirements

- Demonstrated experience working in Customer Experience in a large commercial or government environment.
- Tertiary qualifications in business, design or a relevant creative field, or equivalent experience
- Strong experience in interpreting data and presenting
- Experience with Customer Feedback management systems
- A high standard of written and verbal communication
- Proficient in Microsoft Office Suite
- Data analysis experience





Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Adept
	Manage Self	Intermediate
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Adept	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Demonstrate professionalism to support a culture of integrity within the team/unit • Set an example for others to follow and identify and explain ethical issues • Ensure that others understand the legislation and policy framework within which they operate • Act to prevent and report misconduct, illegal and inappropriate behaviour
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<div>diverse audiences</div> <ul style="list-style-type: none"> • A high standard of written and verbal communication • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats
Relationships Commit to Customer Service	Advanced	<ul style="list-style-type: none"> • Promote a culture of quality customer service in the organisation • Initiate and develop partnerships with customers to define and evaluate service performance outcomes • Promote and manage alliances within the organisation and across the public, private and community sectors • Liaise with senior stakeholders on key issues and provide expert and influential advice • Identify and incorporate the interests and needs of customers in business process design • Ensure that the organisation's systems, processes, policies and programs respond to customer needs
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> • Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Results Deliver Results	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • Research and analyse information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Results Demonstrate Accountability	Adept	<ul style="list-style-type: none"> • Assess work outcomes and identify and share learnings to inform future actions • Ensure that actions of self and others are focused on

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<p>achieving organisational outcomes</p> <ul style="list-style-type: none"> • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources • Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others • Conduct and report on quality control audits • Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects