



<b>Position Title:</b> Customer Experience Lead	<b>Entity:</b> Independent Living Assessment Inc (iLA)
<b>Reports to:</b> Program Delivery Manager	<b>No of Direct Reports:</b> 2 - 5
<b>Industrial Instrument / Job Level:</b> Common Law Contract - Tier Professional	<b>Primary Location:</b> East Perth
<b>Position Requirements</b>	
<p><b>Primary Purpose</b></p> <p>The Customer Experience Lead will lead a team of customer facing staff to deliver information, advice and assistance to people accessing the LiveUp digital suite of solutions.</p> <p>The Customer Experience Lead will continue to refine and develop the service delivery framework and technical solution, incorporating user-centric design to ensure customer satisfaction is sustained. The position will lead customer interfacing market research and codesign, enact learnings and operate within a continuous improvement framework to ensure satisfaction and inclusion for customer facing initiatives within iLA.</p>	
<p><b>Key Accountabilities/Responsibilities</b></p> <p><b><u>Health Safety Wellbeing &amp; Environment</u></b></p> <ul style="list-style-type: none"> <li>• Demonstrate leadership in, role model and comply with all health, safety and hygiene policies, systems, and OH&amp;S legislation to maintain an appropriate working environment.</li> <li>• Ensure all incidents, accidents, injuries, hazards or property damage are reported and managed. Identify and implement safety improvements working collaboratively with the Work Health and Safety program.</li> <li>• Contribute to developing and nurturing a culture that supports wellbeing.</li> </ul> <p><b><u>Functional – Customer Experience</u></b></p> <ul style="list-style-type: none"> <li>• Lead and coordinate the customer facing service team to connect people to information, supports and services that assist their ageing journey.</li> <li>• Design and develop phone and email support resources for iLA's customer facing service teams alongside a staff training plan.</li> <li>• Use customer insights to better understand and deliver satisfying customer experiences.</li> <li>• Coordinate and/or facilitate co-design and market research with iLA's key customers.</li> <li>• Collaborate and work within a multi-disciplinary team which includes ICT to ensure infrastructure set up for service design, developing systems, processes and policy's when required.</li> <li>• Develop a training package and standard response templates for customer facing service teams to use to ensure a consistent customer service approach and knowledge background.</li> <li>• Supervise, train and support customer facing service teams to deliver information support and advice to older Australians in accordance with service and quality standards.</li> <li>• Ensure a consistent and reliable approach to the collation of supports and services available to older people throughout Australia, maintain a database and undertake key stakeholder engagement activities as required.</li> <li>• Develop and maintain a culture of innovation and best practice across iLA's customer facing service teams.</li> <li>• Use evidence-base practice, clinical knowledge (informed by subject matter experts, where required) and operational knowledge to inform and develop the content of required online resources to support key initiatives.</li> <li>• Share knowledge and develop resources, tools and measures that enable consumers and the sector to better understand the role of wellness, reablement, and ageing well.</li> </ul> <p><b><u>Strategic</u></b></p>	

- Maintain a strong network across the industry and relationships with customers and other external stakeholders.
- Contribute to the Organisation's overall long-term strategy and performance as part of the leadership team.
- Contribute to, and demonstrate by example, the vision, mission and values.
- Identify and implement improvement opportunities within the Group and participate in continuous improvement of the wider organisation by recommending sensible changes and communicating issues that may affect the organisation.

### **People & Culture**

- Participate actively, and work constructively, with the leadership team to deliver integrated business outcomes.
- Provide team leadership to navigators to enable them to achieve their individual and organisational goals
- Establish, monitor and evaluate KPIs for direct reports and ensure their knowledge and skills are nurtured and appropriate training and development opportunities provided
- Ensure cultural optimisation through identifying, implementing, and driving fit-for-purpose cultural programs and embedding these within the Team and Organisation
- Role model positive leadership and behaviours to employees
- Respect and value the diversity of the workforce by helping to prevent and eliminate discrimination in the workplace.

### **Budgeting & Administration**

- Develop, manage and report on functions of responsibility and meet activity based KPI's.
- Ensure all operational and administrative processes are undertaken in accordance with established policies and procedures.
- Ensure all documentation and associated processes are maintained and accessible in appropriate formats and designated locations

### **Key Performance Indicators & Measures**

*Indicators of effective performance in the position. KPI's are to be SMART goals. They are identified in the PDR to be specific to the individual teams and the position in a specified point in time.*

### **Key Relationships**

*Key positions or groups with whom the individual will interact to perform the work of the position.*

#### **Internal**

- Leadership team
- Corporate Teams (eg ICT)
- All other teams in the organisation

#### **External**

- Community care customers and families
- Sector peers/competitors
- Government representatives and departments
- Consultants and advisors
- Small & Medium Enterprises
- Suppliers and vendors

### **Key Behaviours**

#### **Strategic Behaviours**

N/A for this tier.

#### **Leadership Behaviours**

- ☒ Building Customer Loyalty
- ☒ Coaching/developing others
- ☒ Information Monitoring
- ☒ Project Management

#### **Operational Behaviours**

- ☒ Build Trust
- ☒ Communication
- ☒ Demonstrates Initiative
- ☒ Results Focused
- ☒ Teamwork

Work Related Requirements
<p><b>Knowledge &amp; Skills (Social, Personal &amp; Technical) &amp; Equipment</b></p> <p><i>The knowledge necessary to effectively perform in the position. Specific skills or equipment that the person needs to be able to use. Personal attributes/qualities that are important to the success of this position</i></p> <ul style="list-style-type: none"> <li>• Adaptability and ability to think laterally to achieve the best customer and business outcomes.</li> <li>• Self-directed and positive attitude to work.</li> <li>• Excellent listening, questioning, written, and verbal communication skills.</li> <li>• A proven ability to build constructive working relationships and effectively negotiate and influence others.</li> <li>• Ability to think and act operationally and strategically, exercising sound judgement.</li> <li>• Well-developed skills and experience in delivering programs and services within required timeframes and budget parameters.</li> <li>• Well-developed written communication skills</li> <li>• Well-developed ICT skills including office suite and CRM database experience.</li> <li>• Demonstrated knowledge of co-design principles, customer relationship management and customer engagement strategies</li> </ul>
<p><b>Work Experience</b></p> <p><i>The type and extent of previous work experience that is necessary to perform in the position</i></p> <ul style="list-style-type: none"> <li>• Role/s in similar position and/or relevant industry experience, with exposure to most of the functional areas encompassed by this role.</li> <li>• Demonstrated experience leading and managing a team</li> <li>• Experience in call centre or phone support environments (desirable)</li> <li>• Clinical background (beneficial but not essential) or sector experience (desirable)</li> </ul>
<p><b>Clearances, Licences or Registrations</b></p> <p>NDIS Worker Screening Check</p>
<p><b>Qualifications</b></p> <p>Degree qualification in relevant disciplines (or) significant relevant industry and positional experience.</p>
<p><b>Extent of Authority</b></p> <p>Authority to act within the scope of your position to perform the objectives and requirements of your position as identified within this Position Description and as directed by your Leader. The extent of the authority may alter from time-to-time at the direction of your Leader.</p>
<p>Prepared &amp; Approved By: Sarah Easton  Date Reviewed/Modified: 10/07/2024 Reviewed by Jill Perry  Review and Approved by P &amp; C: Lisa Karabin, P &amp; C Manager, 10/07/2025  *All PDs should be sent to P&amp;C for approval and uploading to SharePoint</p>
<p>Related Documents: <b>PD Work Instructions, Behaviours Guide</b></p>
<p><b>HR Use Only</b></p> <p><b>Risk Assessed Role (NDIS Worker Screening Check) No, not NDIS risk assessed role</b>  Date the role was assessed: 1/02/2022 Assessed By: Lisa Karabin, People &amp; Culture Manager</p>