

 movit AFRICA <small>SINCE 1997</small> <small>Enhancing Everyday Living</small>	MOVIT PRODUCTS		Document Number	
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Function: Marketing	Job Title: Customer Experience Manager	
Department: Corporate Affairs	Duty Station: Kampala	
Line Manager: Chief Marketing Manager	Supervises: Corporate affairs supervisor	
Role summary: The Customer Experience Manager is responsible for overseeing the overall customer experience strategy and ensuring it aligns with the company’s objectives. This role involves gathering, analysing, and applying customer insights to improve the customer journey across all touchpoints.		
External Stakeholder: <ul style="list-style-type: none">• End customers.• Clients.• Consumers.	Internal Stakeholder: <ul style="list-style-type: none">• Marketing.• Sales.• Product development.• Customer care.• Management	
Functional Outputs/Activities per key performance area:		
Customer Experience Strategy Development		
<ul style="list-style-type: none">• Design, implement, and continuously improve customer experience strategies across all touchpoints.• Develop and manage customer journey mapping processes to identify areas for enhancement.• Align customer experience strategies with business goals, ensuring a holistic approach across teams.		
Customer Insight & Data Analysis		
<ul style="list-style-type: none">• Lead the collection and analysis of customer feedback, surveys, and insights from various channels (social media, reviews, direct feedback, etc.).• Utilize data analytics tools to measure customer behaviours and identify trends, patterns, and areas for improvement.• Conduct qualitative and quantitative research (e.g., focus groups, customer interviews, surveys).		

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Customer Journey Optimization

- Identify pain points in the customer journey and collaborate with cross-functional teams to implement corrective measures.
- Develop and implement processes to enhance customer interactions with the company, ensuring consistency and quality at every stage.
- Measure and track the effectiveness of journey improvements through relevant metrics.

Stakeholder Collaboration & Cross-Departmental Support

- Work closely with other departments (marketing, sales, product, and customer support) to ensure alignment on customer experience goals and initiatives.
- Provide actionable insights to product teams, helping to shape offerings based on customer preferences and needs.
- Act as a consultant for internal teams on customer-centric practices, including the design of campaigns, product development, and service delivery.

Reporting & Continuous Improvement

- Track and report on key customer experience metrics, offering strategic insights to senior leadership.
- Continuously evaluate and improve processes, ensuring the organization is aligned with evolving customer expectations.
- Stay current with industry trends, customer behaviour changes, and emerging technologies in customer experience management.

Quality Management

- Ensure all customer experience and insights activities comply with the company's Quality Management System (QMS), ISO standards, and internal procedures.
- Maintain accurate documentation for research programs, insights reports and approvals in line with ISO requirements.
- Monitor the consistency, accuracy, and quality of insights and customer experience programs.

Compliance

- Ensure regulatory compliance in execution of duties in the country.
- Ensure Adherence to Movit Group and In Country Policies and Procedures.

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Minimum Qualification Requirements:	Related Minimum Experience:
<ul style="list-style-type: none"> A Bachelor's degree in Business Administration, Marketing, Communications, or a related field. <p>Master's degree in Business, Marketing, or a related field is a plus.</p>	<p>7+years of experience in customer experience management, customer insights, or a related role.</p>
Competencies Required: Behavioural <ul style="list-style-type: none"> Must be of unquestionable integrity, Honesty, Trustworthiness and Professionalism 	
Leadership <ul style="list-style-type: none"> Must be a team player Must be a self-starter and have an appreciation of business growth and priorities. Strong Leadership potential to effectively drive a business agenda and operational coordination of activities. 	
Knowledge. <ul style="list-style-type: none"> In-depth understanding of customer experience principles, strategies, and best practices. Strong knowledge of customer feedback tools, survey platforms, and analytics tools (e.g., Qualtrics, Medallia, Google Analytics). Familiarity with CRM systems and customer engagement platforms. Knowledge of market research techniques and customer behavior analysis. Understanding of customer segmentation and targeting strategies. 	
Skills <ul style="list-style-type: none"> Analytical Skills. Communication Skills. Project Management: Problem-Solving Skills. Leadership & Collaboration. Technology Proficiency. 	

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Attributes include:

- Self-Starter & Action Oriented.
- Ability to harness peer Relationships.
- Agile and Driven.
- Collaboration.
- Problem Solving.

Physical Requirements and Environmental Conditions

- Ability to work at a desk or in front of a computer for extended periods.
- Ability to engage in occasional travel for research, customer visits, or team meetings.

Job Assessment

- Interview
- Psychometric assessment
- Case Study

Job profile acknowledged by Employee

_____	_____	_____
Name	Signature	Date

Line Manager-Sign Off

_____	_____	_____
Name	Signature	Date

People & Culture Sign off

_____	_____	_____
Name	Signature	Date