

General	
Job Title	Customer Insight Analyst
Reports To	Head of Retail
Supervises	None
Date	April 25
Version	01
Introduction	
<p>London St Pancras Highspeed is the railway between St Pancras in London and the Channel Tunnel and connects with the international high-speed routes between London and Paris, London and Brussels, and London and Amsterdam.</p> <p>We are an innovative and growing business supported by strongly aligned shareholders. Our teams make a real difference to travel in the UK for our continually growing customer base by providing excellent customer focus and services.</p> <p>St. Pancras International is often stated as the U.K's number 1 rail station. The selection of premium shops, bars and restaurants, 5-star facilities and devoted customer service teams ensure that customers receive a world class experience when visiting the station.</p> <p>We also manage Ashford, Ebbsfleet and Stratford International and have car parking operations at each of these stations.</p>	
Purpose of Function:	
<p>The function of the role is to</p> <ul style="list-style-type: none"> ➤ Better understand the customer/consumer behaviour, using insights to educate, inform and support the business and business decisions. For example, commercial marketing activity, operational improvements and the future retail offering and future masterplan developments. ➤ Help the business understand the performance of the retailers in the station and uncover opportunities that will drive footfall and sales. ➤ Protect and develop the business reputation by monitoring consumer metrics, being a champion for continuous improvement by taking a data led approach and supporting internal and external reporting. ➤ Create new commercial opportunities, by identifying and targeting partner brands and sponsors. 	
Job Magnitude:	
Level of Impact:	<p>This role will work in a team which has many interfaces beyond the commercial team, into the operational, finance, engineering/asset and legal functions.</p> <p>Moreover, there are strong day to day external connections with organisations such as Network Rail High Speed, the retailers in the station, Train Operating Companies, third party brands/sponsorship teams, and insight/research agencies.</p>
Headline Responsibilities and Duties	
<ul style="list-style-type: none"> ➤ To seek out, collate, correlate and present insight information from various internal, industry and customer sources in such an action orientated way that the business can use the information to protect and grow its revenue and reputation. ➤ Uncover and utilise new sources of data and research that will provide the business with new insights. ➤ Producing regular reports and ad-hoc analysis for the commercial department, including: <ul style="list-style-type: none"> ○ providing consumer input into commercial strategies, for retail, marketing and social media, ○ identifying and using metrics / KPI's for monitoring progress and success and learning, ○ deliver insights to the station retailers that help them to drive sales. ➤ Deliver insights to operations and customer facing teams that identify customer pain points and develop solutions that will drive visitor satisfaction ➤ Develop and utilise Wi-Fi data in a way that informs the commercial and operational plans. ➤ Embed the existing Customer Segmentation into the business and utilise to help the business further understand the customer and enhance commercial acumen. 	

- To manage the interface with external research agencies, building relationships that encourage the sharing of industry trends and best practise.
- Identify benchmarks for various elements of the commercial/ customer proposition and make recommendations for improvements and innovations. Developing the commercial case for implementation.
- Build a sponsorship proposition based on customer insight and explore the market to stimulate and deliver new revenue opportunities.
- Positive Account management of data and insight contracts to drive value from these.

Core Competencies	
Learning On the Fly	Learns quickly when facing new problems; a relentless and versatile learner; open to change, analyses both successes and failures for clues to improvement, experiments and will try multiple scenarios to find a solution' enjoys the challenge of unfamiliar tasks, quickly grasps the essence and underlying structure of anything.
Strategic Agility	Sees ahead clearly; can anticipate future consequences based on trends accurately; has broad knowledge and perspective; can articulately paint credible pictures and visions of possibilities and likelihoods.
Business Acumen	Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/ her business and organisation; is aware of how strategies and tactics work in the marketplace.
Informing	Provides the information people need to know to do their jobs; provides individuals with information so that they can make accurate decisions; is timely with information.
Decision Quality	Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom, experience, and judgment; sought out by others for advice and solutions.
Problem Solving	Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.
Time Management	Uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.
Patience	Is tolerant with people and processes; listens and checks before acting; understand the data before making judgments and acting; sensitive to due process and proper pacing; follows established process.
Knowledge and Experience	
Experience in the following: <ul style="list-style-type: none"> ➤ Qualitative and Quantitative research. ➤ Survey and questionnaire design and analysis / interpretation of results. ➤ Customer segmentation implementation. ➤ Using Tableau, Power BI and similar Big Data tools desirable. ➤ Experience in FMCG or retail sector, landlord experience desirable. 	

Capabilities:

- Educated to degree level.
- Excellent MS Office skills, especially Excel and PowerPoint.
- Strong analytical skills and comfortable using SPSS, Q or similar.
- Commercial mind-set with an understanding of application of data into actions (to understand data, trend information to support strategy, business cases and commercial discussion).
- Can work with Marketing to develop concepts, informed by insight, that will help to drive footfall.
- Ability to develop strong business relationships with brands and data/ research agencies.
- Creativity to find commercial solutions to which work for customers, suppliers and London St Pancras Highspeed.
- Ability to network with and influence at multiple levels, both internally and externally.
- Confident communicator who can explain complex information clearly and simply.

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this job. But, this job description is not intended to be an exclusive or exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post. Job descriptions should be regularly reviewed to ensure they are an accurate representation of the post.