

# CAREER OPPORTUNITY

## CUSTOMER EXPERIENCE SPECIALIST

Are you interested in joining an organization that's passionate about helping Manitobans save energy, money, and the environment?

Efficiency Manitoba is our provincial Crown corporation focused on working with Manitobans to reduce electricity and natural gas consumption in homes, businesses, and communities across the province.

We're a dynamic, nimble, action-oriented, and transparent organization that fosters positive engagement, creativity, and diversity across our team and those with whom we work.

We're currently recruiting for a full-time, permanent Customer Experience Specialist.

### POSITION OVERVIEW

As a member of Efficiency Manitoba's Communications and Customer Experience team, the Customer Experience Specialist will play an integral role in crafting and executing strategic marketing and customer experience initiatives. The Customer Experience Specialist will work closely with the Brand and Customer Strategy Lead to ensure the seamless design and delivery of offers that enhance our customer interactions across all touchpoints. The ideal candidate is a forward-thinking professional dedicated to elevating customer satisfaction and engagement through innovative and effective strategies.

### RESPONSIBILITIES

- Develop and execute Efficiency Manitoba's Customer Experience (CX) Program including feedback, measurement, and reporting mechanisms to ensure an exceptional experience is delivered via all customer touchpoints (web, phone, IVR, in person, etc.).
  - Devise methods to capture and measure customer experience
  - Coordinate documentation of the customer journey for various customer sectors and offers
  - Develop strategies and execute Voice of the Customer (VOC) initiatives to better understand what's important to customers in various sectors

and aid the organization in determining and implementing responsive plans and actions

- Gather market research data to identify and drive improvements to the customer experience; initiate market research projects when needed. Convert customer feedback and insights into actionable strategies that align with our goals and objectives.
- Lead the documentation of customer experience process flows, identify process improvement opportunities, and oversee the implementation of process improvements with an aim of streamlining and continuously improving our customer experience.
- Coordinate an internal cross-functional team to identify customer pain points, recommend solutions, and implement customer service improvements. Lead and be a driving force for customer experience across the organization.
- Provide direction to and oversight of contracted customer contact centre support services; monitor and analyze contact centre performance based on defined key performance indicators. Work directly with the contracted customer contact centre to provide perspectives and guidance to troubleshoot and address unique and emerging issues as they arise.
- Track and monitor escalated customer complaints or inquiries; analyze customer issues and resolutions to identify opportunities for energy efficiency offer improvements.
- Ensure our marketing activities are compliant with Canada's Anti-Spam Legislation (CASL).
- Collaborate with team members to execute our re-targeting strategy, ensuring positive customer experiences.
- Make recommendations and coordinate the delivery of our engagement including interacting with an advisory group representing a diverse mix of social, economic, and environmental organizations.
- Oversee the administration and basic configuration of our customer relationship management / demand-side management (CRM/DSM) system, including user management, training, engagement tracking, and updating governance documents and training materials.
- Create and maintain strong working relationships with external agencies, including other utilities and government departments, for the purpose of research, collection, and exchange of current information on program design and delivery experience, state-of-the art technologies, customer needs, and offer development.
- Support the integration of data solutions with existing systems, ensuring that the customer experience is prioritized. Collaborate with cross-functional teams

to implement data solutions that enhance customer satisfaction and streamline processes.

- Use data analytics techniques to collect, analyze, and interpret raw data. Integrate this data into comprehensive reports that provide actionable insights and support strategic decision-making. Ensure the accuracy and integrity of data throughout the analysis process.
- Assist with new offer roll-outs and initiatives related to customer experience.
- Travel and attend meetings outside of normal working hours as required.

## REQUIREMENTS

- Bachelor of Commerce Degree (Hons.) with a focus in Marketing, plus a minimum of three (3) years of experience directly related to the position responsibilities and requirements. This includes experience with customer experience management, CX metrics and reporting, and marketing compliance, as well as an understanding of effective data governance.
- A strong commitment to and enthusiasm for customer service and energy efficiency
- Must be an adaptable team player with a high degree of initiative
- Demonstrated analytical skills including experience in market research techniques and analysis
- Extensive experience in gathering and interpreting customer experience information
- Proven experience using customer relationship management systems and engagement platforms
- Strong interpersonal skills and ability to organize peers in other areas of the organization while providing mentorship and subject matter expertise
- Exceptional written and verbal communication skills with experience in writing comprehensive reports, recommendations, and briefing notes, along with preparing and delivering internal and external presentations
- Must be creative, self-motivated, and capable of achieving broadly defined objectives
- Ability to deliver high-quality results in a deadline-oriented environment
- Ability to represent the organization confidently and professionally

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We're proud to provide and foster a supportive and team-oriented work environment. We offer a competitive compensation package, which includes a defined-benefit pension plan and access to a comprehensive health benefits plan. We provide the opportunity for virtual work arrangements and have a nine-day work

cycle which normally results in every other Monday off.

The starting salary for this position will be commensurate with qualifications and experience. The salary range for this position is \$70,916.59 to \$98,165.52 annually.

At Efficiency Manitoba, we're committed to creating and maintaining a safe, equitable, and inclusive work environment. Women, Indigenous peoples, persons with a disability, and members of visible minorities are encouraged to self-declare in their application. Reasonable accommodations are available to applicants who may experience a barrier arising from a protected characteristic(s) identified in The Manitoba Human Rights Code. Please let us know if you require accommodations during the recruitment process.

We encourage interested candidates to apply by emailing their application, including their qualifications and relevant experience, to [careers@efficiencyMB.ca](mailto:careers@efficiencyMB.ca) no later than Sunday, October 6, 2024. Please reference the position title in the subject line of your email.

We thank all candidates who apply; however, only those selected for an interview will be contacted.

For more information about Efficiency Manitoba, candidates can visit our website at [efficiencyMB.ca](http://efficiencyMB.ca).