

CX Voice of Customer Program Manager

Group	Customer, Community and Strategy
Department	Customer Centre
Job Family	Contact Centre
Classification	Band 8
Approved by	Manager Customer Experience
Date	July 2025
Position Purpose	The CX Voice of Customer Program Manager drives Barwon Water's customer experience goals by leading the delivery of Barwon Water's Voice of Customer (VOC) Program. This role engages across the organisation to provide access to customer feedback and insights to help drive CX improvement across the organisation. It supports both strategic initiatives and day-to-day operations within the Customer Centre broader Barwon Water Group, using VOC and related data to monitor and improve key customer journeys.

Organisation context

Recognising the challenges of climate change, population growth, rapid technological advancement and economic transition, we are shifting our mindset from water utility to being a leader of the region's prosperity.

Our vision for regional prosperity not only encompasses economic, social, and environmental elements, but also recreational and cultural elements, including enhancing Aboriginal values.



Customer, Community and Strategy Group

The purpose of the Customer, Community and Strategy group is to develop key corporate strategies that guide the organisation and deliver services that strengthen customer and community experiences and perception of trust, reputation, value for money and performance.

Customer Centre Department

Achieving Barwon Water's vision of enabling regional prosperity requires a team of customer focussed individuals to deliver on the Barwon Water's Strategic Vision, CX Vision and commitments. The purpose of the Customer Centre department is to deliver key customer interfaces including customer service and support, connection services, metering, billing, credit management and CX initiatives that provides value – and is valued by – our customers, community and stakeholders.

Organisational relationships

Reports to	Customer Experience and Strategy Lead
Directly supervises	Not Applicable

Accountabilities

Voice of the Customer Program

- Design and maintain a responsive VoC framework that enables managers and employees to continuously refine feedback formats, channels, and processes to ensure relevance and usability across the organization.
- Monitor and analyse customer complaint and feedback data to identify systemic issues, inform continuous improvement initiatives, and enhance complaint handling protocols.
- Enable the execution of Customer Support and CX strategies by delivering actionable insights and evidence-based recommendations that align with strategic priorities and drive measurable improvements.
- Partner with internal stakeholders to translate business goals into customer research objectives, ensuring alignment between operational priorities and customer expectations. Facilitate understanding of key customer interactions and moments that matter most.
- Deliver comprehensive performance measurement across the customer journey, integrating qualitative and quantitative feedback to assess Barwon Water's effectiveness in meeting customer needs and expectations.

Platform Administration - Analysis and Insights

- Maintain and config the Qualtrics platform to support dynamic VoC program needs, including survey design, distribution logic, dashboard creation, and automated workflows.
- Ensure data integrity and system reliability by managing user access, troubleshooting technical issues, and coordinating with IT and vendor support to resolve platform-related concerns.
- Continuously optimise platform functionality by evaluating usage patterns, incorporating stakeholder feedback, and implementing enhancements that improve user experience and insight delivery.
- Enable advanced analytics and reporting by integrating Qualtrics with other enterprise systems (e.g., CRM, BI tools), ensuring seamless data flow and actionable insights across teams.
- Support stakeholder capability building, with a focus on achieving business self-service, by providing training, documentation, and guidance on how to use Qualtrics features effectively to capture and act on customer feedback.
- Monitor platform performance and usage metrics to identify opportunities for improvement, ensure alignment with CX strategy, and demonstrate the impact of VoC initiatives.

CX Strategy, Design and Improvement

- Play an active role in Barwon Water's data analytics community of practice by providing subject matter expertise on strategic data projects, supporting continuous improvement initiatives and developing knowledge of cutting-edge advancements in CX analytics, insights and technologies.
- Work with peers, including the CX Team to champion the CX strategy within the business, providing input to CX design practice and activities to build capability and drive CX improvements across the organisation.
- Continue to build subject matter expertise through active thought leadership and collaboration with CX Team members, to understand key drivers and trends impacting CX drivers and operational performance.
- Lead with a growth mindset developing CX knowledge and skills by challenging the business to constantly focus on the customer and continuous improvement, whilst always maintaining quality standards.

Health, Safety & Wellbeing

Barwon Water is committed to providing a safe and healthy work environment to all employees. Employees are expected to perform their duties in accordance with the Occupational Health & Safety Act 2004 and all regulations, codes of practice and organisation policies and procedures. In addition, employees are expected to:

- Promote and demonstrate Barwon Water's high standards in relation to health, safety, environment and quality, championing a culture of safety in the workplace.
- Report unsafe work practices, incidents, hazards and near misses, and unacceptable workplace behaviours.

People Leadership

Barwon Water will comprise a diverse and accountable organisational culture, enabled through inclusive leadership and aligned to strategy, values and behaviours. At Barwon Water this includes Promote and foster collaborative team and stakeholder relationships based on growth and resilience, integrity, accountability and inclusion, and commits to the Barwon Water value of 'Leadership'.

Competencies

Performance & Achievement	Achieves outcomes with a performance mindset and clear sense of accountability.
Effective Communication & Impact	Collaborates and communicates with clarity, vision, purpose, and impact.
Customer & Community	Creates Customer and Community value.
Change & Innovation	Positively initiates and contributes to innovation, change and improvement.

Performance level

Action & Accountability	The position provides a specialist service in the completion of work and/or projects which have elements of complexity (composed of many parts that may be more conceptual than definite).
Judgement & Problem Solving	The position demonstrates judgment required to interpret information and develop suitable procedures to achieve satisfactory outcomes. Work is usually specialised with methods, procedures and processes developed from theory or precedent. Decision-making requires analysis of data to reach decisions and/or determine progress.
Specialist Knowledge & Skills	The position applies extensive knowledge and a high level of skill in a specific area to resolve issues having elements of complexity
Management Skills	Technical Employees may manage more complex projects involving people and other resources. Professional Employees may manage projects involving Employees in lower levels and other resources.
Interpersonal Skills	The position demonstrates an ability to lead and motivate Employees in different teams/locations may be required, including persuasive skills to resolve problems or provide specialised advice.
Qualifications & Experience	Skills and knowledge are normally acquired through: a) diploma, advanced diploma or degree, or b) extensive relevant work experience. Base level professional qualifications may be supplemented with additional skills training. Considerable practical experience in customer experience, research or data analysis.

Our Values

- **Caring** – we care for our customers, community, region, the environment and each other.
- **Safe** – we look out for the health, safety and wellbeing of ourselves, each other, our contractors and community.
- **Inclusive** – we celebrate diversity and the unique talents we each bring, we show respect and collaborate. We learn and work with Traditional Owners.
- **Accountable** – we take ownership, are trustworthy and committed to delivering outstanding outcomes in each of our roles.
- **Courageous** – we speak up, lean in and challenge ourselves to grow.

Success profile

- Proven experience leading and managing customer experience programs, including Voice of the Customer (VoC) initiatives and service resolution processes.
- Exceptional communication skills across written, verbal, and visual formats—skilled in creating clear reports, impactful presentations, and engaging data narratives.
- Strong ability to translate complex data into actionable insights that drive measurable improvements in customer experience.
- Solid foundation in customer research and feedback methodologies, including survey design, analysis, and behavioural insights.
- Highly self-motivated and organised, with the ability to work independently, manage competing priorities, and consistently meet deadlines.

- Demonstrates a genuine passion for delivering outstanding customer experiences and a commitment to continuous improvement.
- Ability to build and maintain trusted relationships with internal teams and external partners, effectively collaborating across departments.

Passionate about delivering exceptional customer experiences and fostering a

Risk and Compliance Management

Barwon Water is committed to a structured approach to Fraud and Corruption and Risk and Compliance Management in support of its business objectives, including the delivery of safe and reliable water, sewerage and recycled water services to our customers and community.

Barwon Water shares responsibilities for these activities across the organisation and expects employees to perform their duties in accordance with policies and procedures.

Equal opportunity

Barwon Water offers a work environment free of discrimination, sexual or other harassment, victimisation, vilification and bullying. Employees are expected to contribute to the maintenance of such a work environment.

Signature

Employee Name (print)

Employee signature

Date

We understand that life balance is an important part of our employees' lives. Barwon Water offers a wide range of flexible arrangements to enable you to balance your work with other commitments and activities including family, health, study, carer responsibilities, hobbies and life/career aspirations. We provide various options such as flexible start and finishing times, working part time, job sharing, working from home and paid leave provisions that can be negotiated to help balance your personal commitments with the demands of the role.