



Example of Experience Analyst Job Description

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Our growing company is looking to fill the role of experience analyst. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for experience analyst

- Develop wireframe-quality mockups of screens and interaction designs, document process flow
- Monitor, analyze and provide insights and actionable recommendations as to how to improve customer satisfaction
- Perform as System Administrator of the survey platform system – in depth understanding of the survey system, creating surveys and supporting users
- Produce on-going reports, business insight and presentations
- Develop tools and dashboards for the different units
- Gather, independently review, and report out on large amounts of customer data including quantitative scoring and qualitative, free form customer comments
- Execute and analyze results of CAF Touchpoint surveys and partner with Operations teams to evaluate opportunities to the expand survey program into new areas of the business
- Create and manage consolidated reporting to track and measure high level trends to create an end-to-end view of our customer experience health across CAF (ie, loyalty, satisfaction, effort)
- Perform as the Subject Matter Expert at CAF for Salesforce Marketing Cloud (SFMC) software (web based email communication system) and related digital communications program
- Make recommendations (with supporting data) to improve our service delivery across the experience based on learnings from VoC analysis

Qualifications for experience analyst

- Able to analyze large qualitative datasets and summarize key insights
- 2-4 years of project management experience in a digital agency setting or similar client services environment
- Demonstrate basic knowledge in all phases of a digital project lifecycle
- Exhibit strong listening skills and the ability to tactfully communicate positions on issues to reach team consensus while effectively translating ideas into prioritized and actionable steps
- Can-do attitude that fosters a positive working environment