

Job Profile

Job Title	Customer Insight Analyst		
Job Reference No.	HOMEJD258	Date of issue:	August 2026

The job in a **nutshell...**

You'll be working to amplify the voice of our customers and share insight to drive improvements across the whole of Home Group. You'll work with colleagues to understand their requirements, commission or carry out data collection, analyse the results, and share the findings to make a meaningful difference.

What **success** will look like...

Together with the rest of the team, you'll be overseeing our ongoing research programme to meet regulatory requirements, identify trends, and understand the root causes of customer satisfaction and dissatisfaction.

You'll also be managing ad hoc qualitative and quantitative research projects from start to finish, working with customers, colleagues, and external research partners to deliver high quality, timely, and actionable insight. It should go without saying that this will include adhering to the Market Research Society Code of Conduct and UK GDPR to protect our customers' data and maintain the highest of insight standards.

Once you've collected data from surveys and other sources like complaints, colleague feedback and other internal and external data, you'll manipulate, analyse and interpret it to extract relevant insight.

You'll create reports, dashboards and customer journey maps to share your findings with a wide range of stakeholders, tailoring the message appropriately for each different audience or platform. You'll be confident in presenting your reports effectively, diplomatically, and robustly, making complex concepts easy to understand.

To help you achieve all this, you will need to build excellent working relationships with customers, internal stakeholders at all levels and external suppliers. You'll work well with cross-functional teams in various locations, operating as a subject matter expert and always focusing on the end goal: to deliver actionable insight that drives meaningful improvements for customers.

You'll also be happy to join the team in adapting to the changing world of analytics, learning to use new software and embracing AI approaches where appropriate.

Our team is at the forefront of learning and helping Home Group to deliver an ever-better experience for our customers. We're a small team with a big remit so you'll be able to plan,

OFFICIAL

prioritise, and manage your workload under pressure to meet tight deadlines. You'll show that you're personally motivated and comfortable working under your own initiative.

You'll already have these **brilliant** skills, qualifications and knowledge...

Transferable Skills.	Technical qualifications, experience and knowledge.
We know how the world works and our place in it • Take ownership for understanding the external influences on Home Group and what our competitors are doing • Take responsibility for making sure your knowledge is up to date; read and listen to updates about our sector and internal communications	Qualifications/experience • Degree with a strong research component, an equivalent recognised qualification, or previous relevant work experience • Significant experience of Microsoft Office, with a particular emphasis on Excel (interrogating raw data) and PowerPoint (creating visually impactful presentations)
We have an eye for detail • Pays attention to the details • Uses performance information to drive improvements • Using and recording information accurately and timely	Role-specific knowledge • Knowledge of Power BI or similar analytical reporting software • Knowledge of quantitative and qualitative research techniques and analysis
We are great influencers • Be curious - listen to understand your audience's situation or style • Adapt your style to meet the needs of others • Understand our strategy and customers and be able to articulate the benefits of change	Other knowledge/experience • Experience of designing user-friendly surveys

We'd also love you to have, or be **brilliant** at... (but don't worry if not)

A market research qualification (or the willingness to gain one)
Experience of using online survey tools or similar

We're all **accountable** for...

Health and Safety of our ourselves and others; put simply this includes taking the time to complete all learning, understanding your role-specific responsibilities, working with reasonable care and taking steps to address and report problems related to Health and Safety. Taking a proactive approach to your learning and development to be the best you can be. This includes understanding and keeping up to date with all our relevant policies and processes as

OFFICIAL

well as taking advantage of all the learning opportunities and resources available to you ... they're there for a reason but don't worry, we'll help keep you informed along the way.

Promoting equality, diversity and inclusion as a top priority at Home Group; leading by example in your actions and demonstrating our Brilliant People behaviours.

Keeping things compliant! You'll have role-specific and organisational goals but it's important you take these seriously and keep people and information secure and safe within the scope of doing your bit here at Home Group.

Comfortable operating in a modern digital workplace, including using digital tools to work collaboratively and productively.

Other **important** stuff...

Budget Holder	No		
Manages People	No		
Travel	Occasional	Driving Essential	No
DBS	None		



OFFICIAL