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## CHIEF CUSTOMER OFFICER (CCO) PERSON SPECIFICATION & JOB DESCRIPTION

The successful candidate will be appointed as a Business Executive responsible for the overall experience of customers engaging with General Practice Solutions. (GPS) The CCO will report to our Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Marketing Officer (CMO) and ultimately, our Managing Director.

The CCO will work closely with regional Customer Relationship Managers (CRMs) to create strategies and deliver differentiated experiences that build customer loyalty and advocacy. The CCO will also guide our CRMs to optimise employee experience to ensure our workers embody our customer promise and deliver our expectations.

The CCO will work closely with change management, learning and development, and Human Resources. The cross-functional collaboration will deepen employee understanding of customer satisfaction.

The CCO will implement and oversee a customer-first approach throughout our organisation. They will do this by developing and approving ideas to improve people, processes, and systems that directly affect the customer experience.

QUALIFICATIONS & EXPERIENCE	ESSENTIAL	DESIRABLE
<i>An MBA or a customer related graduate or post-graduate degree.</i>	<input checked="" type="checkbox"/>	
<i>5-10 years of experience leading a customer-facing department with proven strategic planning skills, revenue goal achievements, and experience implementing or overseeing a customer-first approach.</i>	<input checked="" type="checkbox"/>	

PERSONAL ATTRIBUTES	ESSENTIAL	DESIRABLE
<i>Expert empathy skills and high emotional intelligence.</i>	<input checked="" type="checkbox"/>	
<i>Customer focus as a core principle throughout their professional activities.</i>	<input checked="" type="checkbox"/>	
<i>Works effectively independently and as a member of a team.</i>	<input checked="" type="checkbox"/>	
<i>Flexible approach to meet service needs and ensure a stakeholder focused response.</i>	<input checked="" type="checkbox"/>	
<i>Self-motivated and proactive.</i>	<input checked="" type="checkbox"/>	
<i>Continued commitment to improve skills and ability in new areas of work.</i>	<input checked="" type="checkbox"/>	
<i>Able to undertake the demands of the post with reasonable adjustments if required.</i>	<input checked="" type="checkbox"/>	

<i>Ability to travel nationally.</i>	<input checked="" type="checkbox"/>	
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<b>SKILLS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<i>Strong communication skills and the ability to follow customer narratives to understand their point of view and transform and present those insights into workable strategies for customer success and business growth.</i>	<input checked="" type="checkbox"/>	
<i>Able to analyse and interpret data.</i>	<input checked="" type="checkbox"/>	
<i>Customer focus as a core principle throughout their professional activities.</i>	<input checked="" type="checkbox"/>	
<i>Deep understanding of customer service, customer experience, customer success, and customer operations.</i>	<input checked="" type="checkbox"/>	
<i>Understanding and experience of inter-agency working across health groups and networks.</i>	<input checked="" type="checkbox"/>	
<i>Advanced business experience and ability to create strategies, guidelines, and objectives and implement them while driving business growth and creating data-driven reports.</i>	<input checked="" type="checkbox"/>	
<i>Has a planned and organised approach with an ability to prioritise their own workload to meet strict deadlines.</i>	<input checked="" type="checkbox"/>	
<i>Excellent understanding of data protection and confidentiality issues.</i>	<input checked="" type="checkbox"/>	
<i>Able to think analytically; anticipating obstacles and thinking ahead; using analytical techniques to come up with solutions.</i>	<input checked="" type="checkbox"/>	
<i>Excellent verbal and written communication skills with team members, customers, service users, carers, and other healthcare professionals whilst recognising people's needs for alternative methods of communication.</i>	<input checked="" type="checkbox"/>	
<i>Has attention to detail, able to work accurately, identifying errors quickly and easily.</i>	<input checked="" type="checkbox"/>	
<i>Business development knowledge and, ideally, experience growing a business.</i>	<input checked="" type="checkbox"/>	
<i>Committed to own continuing personal development and an ability to support others to develop and progress.</i>	<input checked="" type="checkbox"/>	
<i>Strong analytical and goal-oriented mindset backed by expert-level people and project management knowledge and skillset.</i>	<input checked="" type="checkbox"/>	
<i>Advanced IT&amp;C knowledge and capabilities and ability to learn new software tools on the job and gain a deep understanding of business products and services.</i>	<input checked="" type="checkbox"/>	

<b>PHYSICAL REQUIREMENTS</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<i>Commit to a DBS Check.</i>	<input checked="" type="checkbox"/>	
<i>UK Driving Licence.</i>	<input checked="" type="checkbox"/>	

### **CCO LEADERSHIP**

The CCO will oversee all customer-facing departments, including but not limited to:

- Customer Success.

- Customer Service and Support.
- Customer Experience.
- Customer Operations.
- Professional Services

## **CCO KEY RESPONSIBILITIES**

The CCO will:

- Understand our customers and promote a customer-first approach throughout the entire organisation, prioritizing customer-facing departments.
- Kickstart voice-of-the-customer programs and ensure efficient analytics and reporting to promote a data-driven approach to the needs, wishes, and wants of our customer base.
- Assist all customer-facing departments in their workflows and providing feedback on strategies, reports, tactics, and more.
- Step in to resolve escalated customer support requests and collaborating with service, support, and success teams to ensure memorable and positive customer outcomes regardless of their issues.
- Create strategies, delegate, and collaborate on customer success initiatives and programs that drive retention, loyalty, and growth.
- Provide leadership for our CRMs from business-development perspective, keeping an eye out for any opportunities, and collaborating with expansion, upsell, and growth managers to successfully act on opportunities and grow the business.
- Listen to customers and act on their input in a diplomatic and analytic manner, prioritising requests by relevancy, urgency, and importance.
- Listen to internal team members and find ways to best serve the customers while maintaining efficient internal processes.
- Find the narratives behind the metrics – being able to review reports and correlate data sets to determine the story behind the numbers to create an accurate picture of the customer behind the scenes.
- Have the final decision power on customer-facing initiatives and ideating to better serve the customers' needs.

## **TRAINING AND PERSONAL DEVELOPMENT**

- Maintain up to date skills and knowledge, maintaining awareness of professional issues at an advanced level.
- Training needs will be monitored by yearly appraisal and will be in accordance with GPS requirements. Personal development will be encouraged and supported by GPS.
- Contribute to the identification and assessment of learning needs of workers and other professionals and assist in planning effective programmes of education.
- Taking responsibility for own development, learning and performance and demonstrating skills and activities to others who are undertaking similar work and ensure own educational commitment is at least sufficient to maintain revalidation requirements.
- Develop and maintain a Personal Learning Plan.

## **LEADERSHIP – PERSONAL AND PEOPLE DEVELOPMENT**

- Support worker development to maximise potential.

- Actively promote the workplace as a learning environment, encouraging everyone to learn from each other and from external good practice.
- Critically evaluate and review innovations and developments that are relevant to the area of work.
- Take part in recruitment processes where appropriate.

### **CONFIDENTIALITY**

- Comply with Legislation with regards to data protection act and ensure confidentiality is always maintained.
- Information relating to service users, carers, colleagues, customers, other healthcare workers or the business of the GPS may only be divulged to authorised persons in accordance with the GPS policies and procedures relating to confidentiality, data protection legislation and the protection of personal and sensitive data, as well as other related healthcare legislation (e.g. the NHS Confidentiality Code of Practice).

### **HEALTH & SAFETY**

The CCO will comply with policies, procedures and clinical guidelines for oneself and others. This includes but not limited to:

- Identifying, reporting, and correcting health and safety hazards and infection hazards immediately when recognised.
- Identifying issues and hazards / risks in relation to other work areas within the business.

### **EQUALITY AND DIVERSITY**

The CCO will support the equality, diversity and rights of service users, customers, carers and colleagues, to include:

- Acting in a way that recognizes the importance of people's rights, interpreting them in a way that is consistent with GPS procedures and policies, and current legislation.
- Respecting the privacy, dignity, needs and beliefs of service users, carers, and colleagues.
- Identify patterns of discrimination and take action to overcome this and promote diversity and equality of opportunity.
- Behaving in a manner that is welcoming to and of the individual, is non-judgmental and respects their circumstances, feelings priorities and rights.
- Support people who need assistance in exercising their rights.

### **QUALITY**

The CCO will strive to maintain quality and will:

- Alert other team members to issues of quality and risk.
- Assess own performance and take accountability for own actions, either directly or under supervision.
- Contribute to the effectiveness of the team by reflecting on own and team activities and making suggestions on ways to improve and enhance the team's performance.
- Work effectively with individuals in other agencies to meet service user needs.
- Effectively manage own time, workload, and resources.

## **COMMUNICATION**

The CCO should recognize the importance of effective communication within the team and will strive to:

- Communicate effectively with other team members.
- Communicate effectively with service users, customers and carers.
- Recognise people's needs for alternative methods of communication and respond accordingly.

## **CONTRIBUTION TO THE IMPLEMENTATION OF SERVICES**

The CCO will:

- Apply policies, standards, and guidance.
- Discuss with other members of the team how the policies, standards and guidelines will affect own work.
- Participate in audit where appropriate.

October 2022