



Job Description

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Job Title Customer Journey & Insights Officer	Job Location Dar es Salaam	Category -
Job Type Full Time	Job level Intermediate	Industry Telecommunication
Open to Expatriates Only Open to Tanzanian Nationals		

Minimum Requirements

Min Budget -	Max Budget -	Primary Industry Telecommunication: 2 Years
Secondary Industry -	Primary Category -	Secondary Category -
Certificate -	Qualification -	

Summary

The Customer Journey & Insights Officer is responsible for understanding how customers interact with the company's products and services, identifying customer pain points, and producing actionable insights to improve customer experience. The role will analyse customer journeys, surveys, behavioural data, service information, and Voice of Customer feedback to support improvements in products, channels, and business processes.

Responsibilities

A. Customer Journey Mapping

- Map end-to-end customer journeys across products and channels.
- Document customer steps, touchpoints, expectations, and pain points.
- Review customer journeys regularly.
- Identify unnecessary steps, delays, and service difficulties.
- Recommend simpler and more effective customer journeys.
- Maintain an updated customer journey library.

B. Voice of Customer

- Collect and analyse customer feedback from multiple sources.
- Coordinate customer surveys, interviews, and feedback exercises.
- Analyse feedback received through customer care, agents, merchants, and digital channels.
- Identify recurring customer concerns and expectations.
- Prepare Voice of Customer reports.
- Recommend actions based on customer feedback.

C. Customer Insights & Analysis

- Analyse customer behaviour and service-usage information.
- Identify patterns in customer adoption, usage, and drop-off.
- Analyse reasons customers fail to complete transactions or abandon services.
- Identify opportunities to improve customer engagement.
- Segment customer feedback where required.
- Translate data into practical recommendations for management.

D. Customer Research

- Support customer research activities.
- Develop questionnaires and feedback tools.
- Conduct customer interviews and focus groups where required.
- Work with Marketing and Product teams on customer research.
- Prepare research findings and recommendations.
- Maintain records of completed customer research exercises.

E. Product & Process Improvement

- Participate in new product and service reviews.
- Represent customer needs during product-development activities.
- Recommend changes based on customer journey findings.
- Support product enhancements and process improvements.
- Monitor implementation of approved CX recommendations.

F. User Acceptance Testing

- Participate in UAT for new products, services, and system improvements.
- Test customer journeys from an end-user perspective.
- Identify usability and customer-experience issues.
- Document issues and recommendations.
- Follow up on resolution of customer-experience findings before launch.

G. Digital Experience Monitoring

- Review customer experience across digital and USSD channels.
- Identify points where customers experience difficulties.
- Monitor common transaction failures and customer journey interruptions.
- Recommend improvements in wording, navigation, and customer flows.
- Work with Technical and Product teams on digital experience improvements.

H. Customer Experience Reporting

- Prepare customer journey and insight reports.
- Maintain dashboards showing customer feedback and experience trends.
- Highlight significant customer pain points.
- Track implementation of recommendations.
- Present insights to the Head of Customer Experience and relevant departments.

3. KEY PERFORMANCE INDICATORS (KPIs)

- Number of key customer journeys mapped and reviewed.
- Number of customer pain points identified.
- Percentage of approved journey improvements implemented.
- Timeliness and quality of customer insight reports.
- Number of Voice of Customer exercises completed.
- Percentage of major products reviewed from a CX perspective.
- Number of actionable customer recommendations generated.
- Improvement in targeted customer journeys.
- Reduction in customer drop-off points.
- Percentage of UAT customer-experience issues resolved before launch.

Education & Qualifications

- Bachelor's Degree in Marketing, Business Administration, Economics, Statistics, Customer Experience, Data Analytics, or a related field.

Requirements

- Minimum of 2-4 years of relevant experience in Customer Experience, Customer Research, Business Analysis, Marketing Research, Data Analysis, or related work.
- Experience in fintech, banking, telecommunications, or digital services is an added advantage.

Characteristics

- Customer focus.
- Analytical thinking.
- Curiosity.

- Attention to detail.
- Problem-solving.
- Research orientation.
- Communication.
- Collaboration.
- Results orientation.
- Continuous improvement.

Reporting To

Head of Customer Experience

Driving Licence

Not Required

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