



Customer Experience Analyst

Salary: £26-£34k per annum (DOE)



THE OPPORTUNITY

Bennetts are recruiting for an accomplished customer experience analyst to take their online testing and optimisation programme to the next level. This pivotal role will involve owning the optimisation programme; ensuring business targets are met and customer learnings are constantly achieved.



WHAT WE'RE LOOKING FOR

You will be able to:

- Understand online customer behaviour using tools including web analytics & Sessioncam
- Identify customer frictions points and use them to create test hypothesis to feed into a test backlog
- Run the Optimisation programme using both internal and external resource including AB testing, MVT and personalisation

As part of the Digital Transformation team within Bennetts you will be:

- Enthusiastic and passionate about online optimisation and also the wider Digital market
- Producing insights from data; applying knowledge to propose changes and tests through the Bennetts online real estate
- Able to collaborate with other teams, both internal and external to ensure feedback methods are optimal and provide accurate actionable information
- Able to use tag management systems to implement relevant tools whilst following process to ensure they meet security and performance needs
- An excellent communicator; capable of analysing customer behaviour using web analytics; producing high quality reports to present back to Bennetts Stakeholders
- Aware and actively interested in optimisation possibilities made available through rapidly advancing technology



ABOUT BENNETTS

Bennetts is a market leading specialist motorcycle insurance broker. With over 200,000 customers, 2020 will mark Bennetts 90th year, but we never stand still. We pride ourselves on being different, innovative and ambitious. We've built the fastest growing, award-winning motorcycling website, BikeSocial which is going from strength to strength and we've just launched a new Bennetts rewards platform which will help us expand to the wider motorcycling market. Now we're keen to continue to grow our business – our minds are well and truly open as to where we could take Bennetts in the future.



WHAT BENNETTS CAN DO FOR YOU

Along with a welcoming working environment, you'll benefit from 25 days of annual leave for full-time colleagues plus Bank Holidays. If you have commitments outside of work, we have a flexible approach to how you work your hours – helping you to achieve a work/life balance that works for you. We also offer pension & life assurance, private medical cover, staff concessions and lifestyle vouchers, along with a strong focus on your own personal development.