

Job Description – Customer Relationship Manager - IFB

Department	Customer Delivery Services
Grade	11
Reporting to	Senior Customer Relationship Manager - IFB
Direct reports	No
WTW Code	

Job Purpose

- Responsible for managing and nurturing IFB member relationships, ensuring member satisfaction across insurers, non-insurers, and community members.
- To build a good understanding of our members business strategies to inform IFB engagement and support the delivery of the Customer Relationship strategy and programme deliverables.
- Responsible for the retention of existing IFB Members and generating new business levy paying members, focused on ensuring delivery of support throughout the member lifecycle and services that meet and exceed customer needs.
- Externally representing IFB at member and non-member events, building excellent relationship engagement and internally being the voice of the customer.

Key accountabilities

- Proactive Relationship Management of IFB member accounts (engaging across various levels within their business), by preparing and delivering quarterly Customer Relationship Management meetings, meeting notes, and delivering on agreed actions.
- Work with members to understand their strategic direction and use this insight and our own internal insight, to contribute to a better understanding and customer experience, through the proactive identification of member facing issues and propose solutions.
- Pro-actively contributing to the development of new customer relationships, services, and products, including the management and on boarding of new members.
- Contribute to the development and delivery of the IFB strategy and Customer Relationship Management strategy, whilst delivering IFB objectives
- Work alongside the Customer Relationship Management team to agree a suitable business development strategy each year.
- Support a customer first approach, when engaging internally and externally

Key accountabilities

- To champion data quality excellence and support transforming IFB products and services aligned to Member's needs.
- May require travel across the UK

Role requirements

- Experience of engaging directly with customers (across various levels) via phone (teams) and face-to-face
- Previous experience managing B2B customer contact– owning a customer challenge and seeing it through to conclusion.
- Successful track record of stakeholder management in a customer centric environment
- Experience of working with customers across various disciplines – wearing various 'hats' to achieve an outcome (technical, projects, data, etc)
- Ability to think strategically and interact with customers of varying levels.
- Track record in negotiating effectively to achieve desired results.
- Excellent communication skills – chairing and owning conversations.
- Self-reliant, proactive, and able to plan work and drive results with minimal supervision.
- A level of knowledge of the fraud and insurance industry and the key issues affecting it. (Desirable)
- Not for profit organisation knowledge/experience (Desirable)