



## Job Description – Product Success Manager

Department	Customer Services (IFB)
Grade	12
Reporting to	IFB Service Delivery Manager
Direct reports (yes or no)	No
WTW Code	CDM000-P3-12

### Job Purpose

- The Product Success Manager supports IFB staff and members in the effective adoption, use and optimisation of fraud data and analytics platforms.
- This is a key role focused on maximising member value, driving usage, engagement and data contribution (reciprocity) across IFB products.
- The postholder will ensure members are fully enabled to use IFB platforms, through training, guidance and ongoing support, improving both user experience and outcomes.
- The role is product-specific, with a dedicated focus on product enablement, optimisation and use.
- Working closely with CRM colleagues, the Data & MI team and Technical Product Manager, you will direct, orchestrate and validate member success by being the central point that links all of these functions together.
- Working in close partnership with the Technical Product Manager, you will ensure member feedback informs ongoing product development.

### Key accountabilities

- Lead the adoption, engagement and value realisation of IFB data solutions across the membership base.
- Drive increased usage of IFB platforms by supporting members in embedding products into their processes.
- Develop a strong understanding of each member's definition of success and translate this into tailored, actionable support plans—leveraging system insights, relevant performance metrics and customised training (including targeted coaching sessions) to help individuals course-correct, optimise system usage and achieve their desired outcomes.
- Develop, maintain and continuously improve product training materials and guidance.
- Deliver training sessions, workshops and product demonstrations to members.
- Support members in understanding and realising the value of IFB products, including use

### Key accountabilities

cases and best practice.

- Work with members to improve data quality, completeness and contribution, supporting reciprocity across the network.
- Monitor usage, engagement and contribution trends, identifying opportunities to improve adoption.
- Gather, synthesise and represent member feedback, including new feature requests and pain points.
- Collaborate with the Technical Product Manager to translate feedback into product enhancements and roadmap priorities.
- Build strong relationships with members and act as a product-focused point of contact.
- Participate in industry working groups, member forums and workshops.
- Maintain up-to-date training and user-facing materials.
- Maintain sufficient technical and product knowledge with the Technical Product Manager to provide cross-cover where required.

### Role requirements

#### Essential

- Experience in customer success, technical product enablement or adoption-focused roles.
- Strong understanding of customer and member needs and ability to translate into improvements.
- Excellent communication, presentation and facilitation skills.
- Experience delivering training and producing user-focused materials.
- Ability to engage and influence a wide range of stakeholders.
- Experience of report writing including usage and engagement insights.
- Working knowledge of Data Protection Act.
- Self-starter with ability to work independently.
- Strong problem-solving and continuous improvement mindset.

#### Desirable

- Experience working with data or digital platforms.
- Understanding of data quality and governance principles.

### Role requirements

- Knowledge of insurance fraud or financial crime.
- Experience working within membership-based organisations.