

JOB DESCRIPTION

Job title: oneworld Senior Director, Customer Experience
Department: oneworld Customer Experience
Reports to: Chief Transformation Officer (CTO)
Location: oneworld's Head Office in New York or a remote office co-located at the head office of a major oneworld member

This position is open to member secondment or direct oMC employment

Interested candidates should email their resume and cover letter: jobs@oneworld.com

Attn: Andrea Berner, Vice President, oneworld Alliance

oneworld Management Company:

The oneworld Management Company (oMC), based in New York City, USA, provides its member airlines with a small central team of highly skilled and flexible professionals, drawn from the airline industry and other sectors worldwide, to develop, lead and manage alliance activities working with counterparts at all member carriers.

Job overview:

oneworld celebrated its 20th anniversary in 2019 and is undergoing a transformation with a new vision and strategy designed to increase the alliance's relevancy and value to member airlines and customers. There is a pipeline of exciting initiatives to bring oneworld services and benefits to life in the millennial era, underpinned by a culture of innovation and collaboration.

This position will be a key member of oneworld's leadership team, collaborating with a diverse and talented team to help deliver that vision. The role will act as an internal advisor to other functional teams generating insights and driving a customer-centric culture, ensuring the organization puts customer success at the core of its decisions and actions. The role will also be responsible for working with 14 member airlines, in a B2B capacity, to build alliance customer advocacy, develop, implement and deliver the strategy and customer proposition.

Reporting to the CTO, the position of Senior Director, Customer Experience will develop the structure and capability to successfully develop, manage and deliver initiatives and projects that will differentiate oneworld's customer experience offering.

Scope of the role:

Responsible for developing the broader alliance customer experience proposition - from initial booking to arrival at the final destination. This includes service specifications, standards, performance targets, success criteria and measurement protocols so that all members consistently deliver the alliance experience. There will be extensive work across the customer experience committee structure/governance to execute the vision and strategic objectives:

- Customer Experience Strategic Champions
- Airport Infrastructure Strategic Champions
- Lounge Contact Team
- Baggage Contact Team
- Interline Through Check-in Contact Team
- Operational Disruptions Contact Team
- Training Contact Team

Primary Relationships:

- Within oMC:
 - Digital Innovation
 - VP Member Optimization (three regional leaders)
 - Loyalty, brand, marketing and market research
 - Sales
- Within the member organizations:
 - Customer Experience
 - Lounges
 - Baggage
 - Airport Infrastructure
 - Alliance Project Directors
- External:
 - Airport authorities
 - Industry organisations
 - Technology and other service providers
 - Industry forums

Key Responsibilities

- Innovation in customer experience, leading and supporting innovative alliance initiatives that will help drive value and differentiation for the members and customers.
- Establish a framework that is repeatable and scalable across all customer experience initiatives
- Develop and monitor the customer journey map for **oneworld's** end to end customer value proposition. Benchmark against airline member and competitive activity to deliver on strategic priorities and KPIs
 - Address customer pain points throughout the airport experience
 - Improve the alliance baggage proposition
 - Introduce state-of-the art training for the enterprise
 - Define opportunity for customer service and member synergies through airport co-location and **oneworld** branded lounge initiatives
 - Represent the voice of customer across oneworld.com and the **oneworld** app
- Innovate across business processes, systems/ enablement of a digital experience, training and communication, measurement and reporting.

- Develop business case protocols to support the case for change across the customer experience portfolio
- Robust programme/portfolio management to ensure deliverables and timelines are managed
- Manage a portfolio of customer experience committees which deliver alliance requirements
- Represent the alliance's airport group as required in external relationships (such as IATA, technology providers and airport authorities)
- Manage and support team members to deliver business objectives: provide strong leadership, mentoring and skills development to promote culture of excellence
- Develop and manage budget requirements
- Follow trends and emerging customer experience, digital and technology strategies

Skills, experience and qualifications:

- Experience in developing complex customer experience programmes across multi-functional groups.
- Anticipate and adapt to change, emerging trends, and able to articulate a vision and strategy that will motivate others to action.
- Extensive experience delivering large customer service initiatives, based on service levels and service-quality measures, delivering non-technology and technology services through coordination with external teams, and driving continuous service improvement.
- Experience addressing service-delivery issues, evaluating solution options, and to harness the necessary resources to resolve problems.
- Able to manage vendor relationships, establishing and effectively managing contracts, statements of work, and maintenance and service agreements.
- Experience with budget planning and management, business case development, project management, and organizational change practices.
- Experience in service-delivery governance processes and development in the airport environment (check-in, transfer, gate processing, lounge operations and baggage service) and pre-flight preparation.
- Persuasive and effective communicator with the ability to interact with a wide variety of stakeholders and with experience presenting complex issues and solutions.
- Experience in people management practices, attracting and hiring top-tier talent, managing and coaching managers, and achieving organizational objectives by directing the work of others.
- Proven ability to foster an environment of trust, collaboration, transparency, and accountability and to build an inclusive environment.
- Experience in international work environments, ability to work across different cultures
- Ability to manage an extensive international travel schedule.
- Self-starter, with a disciplined approach to achieving results; highly effective influencing, negotiating and communication skills with the ability to build strong relationships with people at all levels, internally and externally