

CUSTOMER WAY MANAGER

TO	LOCATION	DIRECT REPORTS	GROUP
Customer Way Operations Director	Auckland	0	Export Customers

“Our purpose is to grow companies internationally – bigger, better, faster – for the good of New Zealand”

“Tā mātau whai kia whakakaha kamupene – kia nui ake, kia pai ake, kia tere ake – mō Aotearoa ngā whiwhinga”

WHY IS THIS ROLE IMPORTANT? | TE MANA Ō TE MAHI?

The Customer Way is our operating model and ensures we have an aligned way of delivering value to customers. Over the years, the Customer Way has evolved and as we look to the future, the Customer Way will need to be enabled by the efficiency and power of AI and other digital technologies.

As the Customer Way Manager, you'll be responsible for designing and delivering the Customer Way roadmap (including ways of working, capability, process, and systems) to align business objectives and customer needs (internal and external). Your goal is to ensure the Customer Way delivers maximum impact with minimum waste.

You will shape the Customer Way strategy and roadmap in close collaboration with Product, Data and CSG teams, working together to ensure that implementation occurs seamlessly across these functions and is easily consumed by the front line teams. Success in this role depends on your ability to work cross-functionally, bringing together diverse perspectives to deliver a unified roadmap that drives continuous improvement.

This roadmap will be informed by deep insights gained from engaging with front-line OGT members, customers, and business functions. You'll use these insights to identify opportunities for improvement and change, leveraging data and collaboration to prioritise initiatives.

You will bring:

- A strong vision for achieving the desired outcomes of the Customer Way process.
- Proven ability to collaborate across Product, Data and CSG teams to deliver shared objectives.
- Expertise in using data and insights to inform decisions and accelerate improvements.
- A relentless focus on pacy, continuous improvement and embedding behaviours and mindsets that enable success.
- Understanding of how AI, automation, and digital technologies can support the work required to deliver exceptional outcomes for our customers.

CUSTOMER WAY MANAGER

WHAT'S THE ROLE ABOUT | TE NGAKO Ō TE MAHI?

The most important work of this role is to...

- Be highly visible with our global customer facing teams and connected to our customers, to deeply understand their needs and to intentionally design an improved future state. This will include regular travel regionally and offshore.
- Design and implement a Customer Way roadmap, that evolves our operating model to deliver greater value to customers. This will include being close to what we are learning in pilots (like Accelerate and Supercharge), with a view to folding them into evolution of Customer Way.
- Recognise the importance and uniqueness of our international regions, collaborating with GM International and international teams to ensure you bring a truly global OGT perspective to your decision making.
- Well connected to the wider strategic priorities and relevant business functions (like CSG, LOD, Product), you'll have an updated and clear Customer Way roadmap and backlog which reflects the vision, desired improvements, change and innovation.
- Drive holistic improvements, change and innovation to the Customer Way gaining insight from appropriate users, and development and monitoring of relevant metrics.
- Participate in CRM governance, ensuring alignment on it's role and ensuring it supports the Customer Way.
- Partner with the Customer Way Delivery & Change Lead, who will drive the work programme off the roadmap you've designed. You'll articulate clearly the scope, objectives and success metrics to drive the squad working to deliver solutions.

Success in this role means:

- The Customer Way framework, processes and behaviours, are embedded across NZTE, maintained and continuously improved.
- Having a transparent, visible pipeline of continuous improvement that will lift the capability of our people, and deliver greater value to our customers
- Our internal digital products required to deliver the Customer Way (in particular CRM) are fit for purpose, and Product and Customer Way teams are well aligned on the roadmap.
- We are partnering with our digital experts, leveraging the capability of AI and digital tools available to us, to make the Customer Way and front line ways of working more effective.
- Our customer facing people feel like their voice is being heard, and we are constantly adapting our processes, systems, and building capability to enable them to have more impact in an efficient manner.
- We have quality, accurate, reliable Customer Data which results in the successful delivery of NZTEs Data strategy.
- The Customer Way team are able to plan towards a strategic vision, not just responding to short term demands.

WHAT CAPABILITIES ARE NEEDED TO SUCCEED | Ō PŪKENGA?

- **Deeply user centric** – Experienced at playing a business owner role, a champion of user-friendly solutions, can advocate on behalf of others. Able to see the potential of what might be, not what currently is.

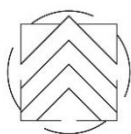
CUSTOMER WAY MANAGER

- **Digitally native** – understands enough about the applicability of digital tools like AI to imagine how it can shape the future Customer Way roadmap and ways of working.
- **Strong at relationship and interpersonal skills** – Able to develop and maintain trusted relationships right across NZTE. Can adjust personal style as required and tell persuasive stories. A deep listener who can quickly understand what is needed (not just what is wanted). Skilled at having honest conversations and challenging others with confidence. Skilled at leveraging internal relationships to create results.
- **Able to synthesise complexity** – Able to continuously improve and simplify complex systems and processes, making things easier for our people.
- **Innovative** – Forward thinking, creative and open.
- **Stakeholder Management** - Develop and implement stakeholder engagement strategies.

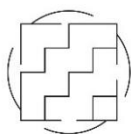
Our characters | Ō mātou uara

- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.
- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

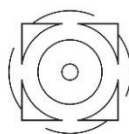
It's when these five characters work together that we truly become One Global Team – that's the real superpower of our organisation and how we achieve so much for our customers.



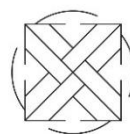
AMBITION
Drives us



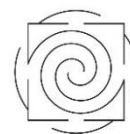
ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

How we lead at NZTE | Ā mātou kawenga ki Te Taurapa Tūhono

Leadership at NZTE takes a broad definition. We see leaders as those who lead others. That can include formal people leaders, leaders through influence or those who are leading our customers. At NZTE we define leadership as "*enhancing mauri to deliver impact*".

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**NEW ZEALAND
TRADE & ENTERPRISE**
Te Taurapa Tūhono

LIVE THE PURPOSE



ENHANCE MAURI

We know ourselves
and others.

We nurture diversity,
inclusion and belonging.

We generate energy.

DELIVER IMPACT

We build high
performing teams.

We anticipate and
own change.

We create clarity.

MODEL THE CHARACTERS