

Job Title:	Member Experience Analyst	On-site, hybrid, fully remote	
Job Grade		Version:	MEA-01
FLSA Status:	Exempt	Approved By:	Executive Name
Supervisory Responsibility:	No	Effective Date:	MM/DD/YYYY

Job Summary:

Analyzes data and provides insights from survey, behavioral, and service data to create impactful recurring and ad-hoc reporting that synthesizes data from multiple sources and communicates it in a way that provides insight and understanding. Reports on trends and root causes accompanied by recommendations that would improve the overall member experience. Identify tactical and strategic member experience changes. Provides insight and feedback that guides Langley teams to deliver great member experiences that help our members save, borrow, and spend wisely. Identifies opportunities for gathering additional member feedback through email, digital, or always-on surveys. Creates requirements and designs surveys then collaborates with relevant teams toward implementation. Collaborates on projects with others across the organization and acts as the voice of the member.

Essential Functions, Duties, and Responsibilities:

- Analyzes member feedback, behavioral, and service data from surveys, chat, CRM, and search to identify member experience issues.
- Identifies trending topics, informs stakeholders about issues and areas of concern, escalates responses, and identifies mitigation solutions.
- Manages day-to-day operations of member feedback tools, including Medallia, to ensure the smooth operation of the closed-loop feedback process. Monitors the closed loop process, identifies issues, and assists as needed to ensure prompt and effective response and resolution. Contributes to the resolution of complex member experience issues. Guides others on effective use of the feedback tool.
- Monitors member experience feedback cases and member experience feedback email. Ensures member suggestions are routed and reviewed by the relevant department.
- Creates and communicates reports and dashboards using combined data from multiple sources including member feedback, CRM, transactional and digital performance.
- Creates and uses reports and dashboards both within applications including Salesforce, Salesforce CRMA, Medallia, and Posh as well as by using Excel, PowerPoint, and other data tools.
- Creates monthly and quarterly member experience reports.
- Applies insights to produce analysis and reporting including member segmentation, desired member relationship, delivery channel analysis, member retention and other member relationship reporting as needed.
- Monitors and measures the results of experience improvement initiatives in each channel and business unit.
- Creates impactful recurring and ad-hoc reporting. Synthesizes data from multiple sources and communicates it in a way that provides insight and understanding. Identifies trends and issues. Distills large quantities of data into clear, concise actionable insights. Effectively communicates results and insights to project teams and leadership.
- Serves as an advocate for Langley members, particularly with respect to the member experience.

- Conducts novel research on member experience topics.
- Prepares and manipulates data for use in user experience analyses.
- Completes special projects as assigned by the Director of Member Experience.

Qualifications:

- Bachelor's degree in Business, Psychology, Marketing, or related field (or equivalent professional experience) required.
- One year experience creating advanced reports and dashboards. Demonstrated experience delivering effective insights with data using tools that include Excel, PowerPoint, Tableau, CRM, CRMA/Tableau CRM, survey platform, AI Bot, and web performance data. (preferred)
- One year experience applying customer experience (CX), user experience (UX), or service design methods (preferred).
- At least one year of experience creating Salesforce reports and dashboards (preferred).

Our Keys to Success:

- Service Champion – Adopts a service orientation, building trusting relationships and delivering value for associates, members, and communities.
- Langley Ambassadors – Demonstrates a passion for Langley's vision, encouraging diversity, equity and inclusion while considering Langley's values when making decisions and taking accountability for delivering results.
- Agile in Action – Adapts to changes in the business, demonstrating innovation to improve Langley and advance the business into the future.
- Team Driven – Collaborates across Langley, communicating with transparency and prioritizing a team-based approach that delivers optimal outcomes for associates, members, and communities.
- Continuous Learners – Maintains an understanding of Langley's business and how value is delivered to members and actively pursues opportunities to grow oneself and strengthen the organization.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions, duties, and responsibilities of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To perform the duties of this job, the employee will normally be required to speak, hear, see, use hands and arms, including the fingers to operate standard office equipment including a keyboard and mouse. This position requires normal visions including the ability for close vision (less than 20 inches), the ability to adjust focus, and the ability to color code. This role is primarily sedentary, requiring frequent sitting and occasional standing and/or walking.

Working Conditions:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is typically quiet. The job is typically performed in a climate-controlled office environment.

This job description is not designed to cover or contain a comprehensive listing of functions, duties or responsibilities that are required of the employee. Functions, duties, and responsibilities may change, or new ones may be assigned at any time with or without notice.

Employee Name (Printed)

Employee Signature

Date