WE'RE GOING PLACES. ARE YOU?

KiwiRail

Customer Experience (CX) Lead

KiwiRail

Team:	Customer and Growth	**Location:**	Auckland
Reports to:	Jonathan Barnett	**Job family:**	TBC
Role Type:	Permanent	**Salary:**	TBC

About Us

KiwiRail's Role in Aotearoa, New Zealand

KiwiRail delivers sustainable and inclusive growth for our customers, our communities and our people.

For more than 150 years, rail in New Zealand has connected communities, delivered goods and people around the country and showcased our spectacular scenery to the world. Our purpose 'Stronger Connections, Better New Zealand,' speaks to connected people, networks, journeys, experiences, and ways of working that move KiwiRail, the transport sector and New Zealand forward.

Our Workplace

At KiwiRail our values define the behaviour we expect from everyone. We have a team of over 4500 people and every connection we make with each other, our union partners, our customers and all our stakeholders must be of the highest standard.



Health, safety and wellbeing is our number one priority. Good safety is good business

About the Role

Purpose of the role

The Customer Experience (CX) Lead is a senior customer experience specialist responsible for translating KiwiRail's CX strategy into customer-led improvement across KiwiRail Freight, with a particular background in research and insight.

Reporting to the Head of CX, the role leads complex customer experience and customer insight initiatives that span multiple functions and customer journeys. It brings together customer research and insight, journeys, operational data and commercial considerations to identify systemic customer opportunities and pain points and determine where customer-led improvement can deliver the greatest value.

The CX Lead operates with a high degree of professional autonomy, providing expert advice through evidence-based recommendations to senior leaders and influencing business priorities, investment decisions and the design and delivery of change.

The role is accountable for turning customer insight into action and ensuring CX initiatives deliver measurable customer, operational and commercial outcomes. It also plays a key role in strengthening CX capability and embedding customer-centred decision making across the business.

Key Accountabilities

- Translate KiwiRail's CX strategy into prioritised customer experience initiatives that work together to uplift experience across Freight, aligned with strategic, operational and commercial priorities.
- Co-lead the application and ongoing development of Voice of Customer, customer research and journey management approaches across Freight.
- Identify systemic customer pain points, emerging needs and strategic opportunities by integrating customer, operational, commercial and behavioural insight.
- Support the management of research partners, including VoC tooling and research implementation
- Determine and recommend CX priorities based on customer impact, commercial value, operational implications, feasibility and strategic alignment.
- Provide expert CX advice and evidence-based recommendations to senior leaders, influencing business priorities, investment decisions and the design of significant change.
- Lead the design and execution of qualitative and quantative studies to support better business decisions and the improvement of priority end-to-end customer journeys, working across organisational boundaries to address issues that cannot be resolved within a single function.
- Establish clear measures of success for CX initiatives and evaluate customer, operational and commercial outcomes to demonstrate impact and inform future priorities.
- Champion the voice of the customer and constructively challenge business assumptions, priorities and proposed solutions where customer evidence identifies material risks or opportunities.

Key Challenges

- Delivering customer outcomes across a complex organisation where ownership of the end-to-end customer journey spans multiple functions, systems and operational teams.
- Influencing significant business decisions and securing commitment to customer-led change without direct authority over many of the people, resources or investment required to deliver it.
- Balancing customer needs and expectations with commercial priorities, operational realities, safety requirements and infrastructure constraints.
- Operating in a complex B2B environment where customer requirements vary considerably and the business must balance consistent customer experiences with strategic and bespoke customer relationships.
- Determining which customer opportunities warrant investment and maintaining focus on the initiatives that will deliver the greatest customer and business value.

- Translating complex and sometimes competing customer, operational and commercial evidence into clear recommendations for senior decision makers.
- Demonstrating measurable value from CX investment and maintaining a clear connection between customer improvements and commercial and operational performance.
- Driving customer improvement where solutions may involve significant organisational change, technology dependencies, infrastructure constraints or long investment lead times.

Key Relationships Here are the key relationships relevant to this role		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Internal	Executive leadership team				✓
	Business Unit Leaders		✓	✓	✓
	Marketing & Brand		✓	✓	✓
	IT / Digital, Data & Analytics		✓	✓	✓
	People and Culture		✓	✓	
	Finance & Commercial Teams		✓	✓	✓
	Planning, Service Delivery & Operations		✓	✓	✓
External	Freight customers and advisory panels		✓	✓	✓
	Industry partners			✓	✓
	Unions			✓	

What you will do to contribute

Health Safety and Wellbeing	• Ensure customer-led change and service improvements enhance and do not compromise safety. • Integrate safety and wellbeing considerations into customer journey and service design decisions. • Identify opportunities where improved customer experience can also contribute to improved operational and safety outcomes.
Customer Led	• Champion the voice of the customer across Freight and ensure customer evidence informs strategic, operational, investment and change decisions. • Translate Voice of Customer, research and journey insight into clear priorities and recommendations for senior leaders and business teams. • Identify systemic customer issues and opportunities across end-to-end journeys and lead cross functional responses to address them. • Embed customer-centred frameworks and practices into business planning, transformation and operational improvement. • Promote customer outcome measures and ensure CX initiatives demonstrate measurable improvement.
Commercial Acumen	• Connect customer needs and experience improvement with customer value, commercial performance and operational outcomes. • Assess CX opportunities based on customer impact, commercial value, operational implications, feasibility and strategic alignment. • Develop evidence-based recommendations that support prioritisation and investment decisions. • Partner with Commercial, Finance and operational teams to quantify the value and potential benefits of significant customer improvements. • Track and demonstrate the benefits realised through significant CX initiatives.
High Performing Teams	• Provide senior craft leadership in customer research • Create alignment between stakeholders with differing customer, operational, technology and commercial priorities. • Build CX capability through coaching, facilitation, frameworks and practical tools. • Constructively challenge established thinking and create momentum for customer-led change without relying on formal authority.
Service Design &Continuous Improvement	• Maintain an end-to-end view of priority Freight customer journeys, identifying systemic issues, dependencies and opportunities across organisational boundaries. • Partner with Operations, Commercial, Digital, Technology, Data and other functions to design and deliver significant customer-focused change. • Determine the appropriate research and design approach for significant CX initiatives. • Use customer, operational and commercial evidence to prioritise opportunities and inform solution design.

- Ensure significant solutions are tested and validated with customers before investment or implementation where appropriate.
- Establish feedback loops to assess whether implemented changes have achieved intended outcomes and identify further opportunities for improvement. Use data-led insights to prioritise service changes with the greatest impact.

Decision Making

The CX Lead operates within the strategic direction and CX framework established by the Head of CX and is accountable for:

- Determining the CX, customer research approach for significant initiatives within their area of responsibility.
- Identifying, assessing and recommending priorities for customer experience improvement based on evidence, business value and strategic alignment.
- Prioritising CX and research activity within agreed portfolios and available resources.
- Making professional judgements on customer experience issues and providing expert recommendations to senior leaders.
- Leading complex CX initiatives and making decisions within agreed scope to achieve intended customer and business outcomes.
- Establishing appropriate customer outcomes for each initative and determining whether CX they are achieving their intended benefits.
- Identifying material customer risks, systemic issues and strategic opportunities and determining when these require senior leadership attention.
- Influencing business, change and investment decisions where there is a material customer impact.
- Constructively challenging proposed business solutions where customer evidence indicates material risk, unintended consequences or a more valuable alternative.

Finance	Nil
Human Resources Delegations	Nil
Direct reports	0
Finance Delegations	TBC
Budget (operating and capital)	TBC
Travel Delegations	Nil
Statutory powers	Nil

Physical demands and the nature of work

This role is primarily office-based with regular national travel to sites, customers, and partners. It requires:

- High levels of mental focus due to cross-functional coordination, executive engagement, and data interpretation.

- Frequent use of digital and reporting systems.
- Flexibility to work additional hours during major disruptions, board reporting cycles, or transformation initiatives.

Your role may include other tasks suited to your level, as your manager directs. This job description shows your current duties. We'll review and update it with you if your responsibilities change.

About you

Knowledge and experience

- Significant experience in senior customer experience, service design, customer strategy or business transformation roles within large or complex organisations.
- Demonstrated experience leading significant customer experience or transformation initiatives across multiple functions, from discovery and problem definition through to implementation and benefits realisation.
- Deep expertise in customer experience disciplines, including Voice of Customer, customer research, journey management, service design and human-centred design, with the ability to determine the right approach for complex customer and business problems.
- Demonstrated experience translating customer insight, operational data and commercial information into clear priorities, recommendations and business decisions.
- Proven ability to identify systemic customer issues and opportunities and translate these into practical, prioritised programmes of improvement.
- Experience developing and applying CX measurement frameworks, including Voice of Customer, NPS, customer effort, journey measures and relevant operational and commercial indicators.
- Demonstrated ability to provide credible advice to senior leaders and influence significant decisions, priorities and investment without relying on formal authority.
- Strong commercial acumen, with experience connecting customer experience improvement to customer value, retention, revenue, cost to serve, operational performance or other measurable business outcomes.
- Demonstrated experience navigating complex stakeholder environments and creating alignment across teams with competing customer, commercial, operational and technology priorities.
- Experience leading cross functional teams and influencing the delivery of outcomes through people and teams outside the role's direct authority.
- Experience building CX capability and embedding customer-centred practices, frameworks and ways of working within an organisation.
- Experience in complex B2B, infrastructure, transport, logistics or similarly operational environments would be advantageous.

Ways of working / Work-related qualities

- Operates as a credible senior CX specialist and trusted adviser, bringing sound judgement and a strong customer perspective to complex business decisions.
- Thinks strategically and systemically, understanding the relationship between customer experience, commercial performance, operational delivery, technology and organisational priorities.
- Is comfortable operating with ambiguity and uses evidence, insight and judgement to establish a clear way forward where there may not be an obvious answer.
- Communicates complex customer issues clearly and persuasively and adapts their approach for audiences ranging from frontline teams through to senior leaders.
- Influences effectively without relying on formal authority and builds the relationships and credibility required to mobilise others around customer outcomes.
- Constructively challenges established thinking, proposed solutions and business priorities where customer evidence identifies material risks or opportunities.
- Balances customer ambition with commercial, operational, safety and investment realities.
- Creates alignment across organisational boundaries and brings together diverse perspectives to solve complex customer problems.
- Moves confidently between strategic thinking and practical delivery and maintains momentum from insight through to implementation and measurable outcomes.
- Demonstrates curiosity, sound judgement, commercial thinking, collaboration, accountability and a strong commitment to safety and continuous improvement.

Other Requirements

- Ability to travel nationally as required.

- Ability to pass all required safety and pre-employment checks.

Qualifications

You will have either:

- A relevant tertiary qualification in business, marketing, design, customer experience or a related discipline; or
- Equivalent significant professional experience in customer experience, service design, customer strategy or transformation.

Additional qualifications or recognised professional development in service design, human-centred design, Lean, Agile, behavioural science, customer research or related disciplines are desirable.

