



## Customer Experience (CX) Lead

KiwiRail

<b>Team:</b>	Customer and Growth	<b>Location:</b>	Auckland
<b>Reports to:</b>	Head of Customer Experience	<b>Job family:</b>	TBC
<b>Role Type:</b>	Permanent	<b>Salary:</b>	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 responsible, in conjunction with the Head of CX, for leading customer experience, service design and customer insight initiatives across KiwiRail Freight.

Working closely with business leaders and project teams, the role applies customer research, journey management and service design methodologies to identify opportunities, prototype improvements and support the delivery of customer-centred change.

### Key Accountabilities

- Lead customer experience initiatives from discovery through to implementation, ensuring alignment to customer, operational and commercial objectives.
- Apply expertise in customer-centred design methodologies and qualitative and quantitative customer research to identify opportunities to improve customer journeys and reduce customer pain points.
- Create, maintain and evolve customer journey maps and service blueprints to support decision-making and prioritisation.
- Support the development of customer-focused solutions through facilitation, co-design and stakeholder engagement.
- Promote the use of customer evidence and journey-based thinking in business decision-making.

### Key Challenges

- Ensuring that we deliver value in the face of organisational complexity
- Maintaining a sense of urgency, balancing multiple demands and projects.
- Business-to-Business CX: Balancing the need for standardised experiences with bespoke customer relationships.
- Ensuring the link between customer improvements and commercial and operational outcomes is clear.
- Delivering improved customer experiences while operating within infrastructure constraints and long investment lead times.
- Ensuring CX initiatives align with KiwiRail's safety-first culture and demonstrate value to safety outcomes.

<b>Key Relationships</b>		Manage /Lead	Deliver to	Collaborate with	Advise or inform
Here are the key relationships relevant to this role					
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

<b>Health Safety and Wellbeing</b>	<ul style="list-style-type: none"> <li>• Ensure change from customer initiatives is designed to enhance, not compromise, safety.</li> <li>• Lead the integration of wellbeing considerations into customer and employee experiences where appropriate.</li> </ul>
<b>Customer Led</b>	<ul style="list-style-type: none"> <li>• Be the voice of the customer at a project level</li> <li>• Ensure customer insights drive project priorities</li> <li>• Support embedding CX frameworks into daily operations, from frontline delivery to leadership decision-making.</li> </ul>
<b>Commercial Acumen</b>	<ul style="list-style-type: none"> <li>• Support alignment of initiatives and portfolios of work to commercial outcomes.</li> <li>• Clearly articulate the value of customer-led work and its role in delivering on business strategy.</li> </ul>
<b>High Performing Teams</b>	<ul style="list-style-type: none"> <li>• Drive a co-design approach with project teams and divisions.</li> <li>• Promote a collaborative, customer-focused culture across KiwiRail.</li> </ul>
<b>Service Design &amp; Continuous Improvement</b>	<ul style="list-style-type: none"> <li>• Apply service design principles to simplify journeys and reduce customer pain points.</li> <li>• Partner with operations, marketing, and IT to deliver customer-focused transformation initiatives.</li> <li>• Use data-led insights to prioritise service changes with the greatest impact.</li> </ul>

### Decision Making

A CX Lead is accountable for:

- Leading assigned customer experience, service design and customer insight initiatives.
- Recommending customer-focused improvements based on evidence and research.
- Prioritising research activities and CX initiatives within agreed portfolios of work.
- Influencing project and business decisions through customer insights and journey analysis.
- Escalating customer risks, issues and opportunities where appropriate.

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

- You have senior leadership experience in customer experience, service design, or business transformation.
- You're skilled in service design, journey mapping, and human-centred design.
- You've embedded CX measurement frameworks such as NPS, VoC, and operational KPIs.
- You have proven ability to influence executives and lead enterprise-level initiatives.
- You've delivered transformation in complex, multi-stakeholder organisations.

### Ways of working / Work-related qualities

- You communicate effectively with influence, from frontline staff to board level.
- You thrive in complex stakeholder environments and balance competing needs.
- You lead with vision, embedding CX into culture, systems, and processes.
- You are commercially astute and data-driven in decision-making.
- You model collaboration, safety, and continuous improvement.

### Other Requirements

- You can travel nationally as required.
- You can pass all required safety and pre-employment checks.

### Qualifications

#### You need either:

- A degree in Business, Marketing, Design, or a related discipline.
- Or equivalent experience in customer experience leadership.
- Additional qualifications in service design, Lean/Agile, or behavioural science are desirable.

**CREATING  
STRONGER  
CONNECTIONS**

The KiwiRail logo, featuring the word "KiwiRail" in a bold, sans-serif font, followed by a stylized graphic of a kiwi bird's tail feathers.