

## **JOB ADVERTISEMENT – CUSTOMER EXPERIENCE RESEARCH OFFICER**

**JOB TITLE:** Customer Experience Research Officers  
**DEPARTMENT:** Customer Experience, Commercial  
**DUTY STATION:** Kigali International Airport (KIA)

### **Job Purpose**

As a Customer Experience Research Officer, you will be responsible for critically managing the voice of customer research objectives for the entire Customer Experience division across every stage of the entire customer journey. By developing and communicating actionable insights, setting up data capture across every customer journey touchpoint, and synthesising operational and experiential data, you will effectively improve the customer experience and increase customer loyalty and retention by collecting customer feedback and studying customer trends and sentiments.

### **1. Key Duties and Responsibilities:**

- Conduct and interpret customer satisfaction surveys to improve customer service relationships.
- Develop, identify and monitor customer satisfaction scores
- Analyses customer feedback data and develops reports, visualisations and presentations for improvement.
- Analyses crew flight reports related to onboard products and services (cabin appearance, comfort items, food, beverages, inflight entertainment, connectivity, duty-free etc...)
- Analyses on-ground reports related to on-ground products and services (Sales offices, Passenger handling service departments, lounges, etc...)
- Monitor the effectiveness of reporting and analytics to ensure optimal business value, modifying or operationalising new metrics and dashboard products as needed.
- Creates user-friendly tools to help measure, manage, and report the effectiveness of customer experience initiatives.
- With identified issues, analyse available data and information and recommend changes to help drive data-driven strategic decision-making.
- Conduct Customer Experience market research to broaden understanding of customer behaviour, satisfaction, sentiments and trends.
- Help define the future of customer experience as a business strategy.
- Conduct cost analyses for onboard products and services (catering, comfort items, Duty-Free, Inflight Entertainment, connectivity, etc.).
- Conduct cost analysis and utilisation for on-ground products and services (e.g., Versa and Queue Stands, Comfort items, lounge services, etc.).

### **2. Desired Profile: Required education, Experience, and Abilities**

- A bachelor's degree in Social Sciences, Marketing Research, Statistics, Applied Mathematics or Economics.
- Expertise in research methodologies, consumer behaviour and market research activities.



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- Expertise in reports and analysis of complex customer and/or commercial data and in survey platforms and tools.
- Previous experience in an analytically oriented, data, or quantitative role, business metrics reporting, cost analysis or marketing research is an added advantage
- Special skills in various data extraction, analytical and visualisation systems and tools.
- Excellent oral and written communication and presentation skills
- Strong organisational, planning, & analytical Skills;
- Knowledge of customer service, customer experience, or airline operations is an added advantage
- Strong creativity & innovation skills.
- Fluency in English and Kinyarwanda (French is an added advantage)

### **3. How to Apply:**

- An application letter addressed to the Chief HR & Administration Officer;
- Recent Curriculum Vitae.
- A photocopy of the Passport/National ID
- Copies of Degree/Diploma certificates
- Copies of relevant certificates.
- Three referees

The deadline for submitting application documents (**Only PDF Format**) is **September 22, 2024**.

Please apply via the link: <https://erecruitment.rwandair.com/>

**NB: Only shortlisted candidates will be contacted.**