



Position Description

Business Improvement Manager GJNZ

Purpose:

Great Journeys of New Zealand is embarking on transformational change on how we offer our unique experiences to the domestic and international travel market. Focusing on regional scenic train travel, we offer Scenic Day Trips, Short Breaks & Multi-day tours. As part of our continuous improvement, we are also developing premium F&B service train carriages and improved onboard entertainment.

Reporting to the Head of Customer Care and Travel Centre, the Business Improvement Manager is responsible for ensuring an end to end customer lens is part of all we do at GJNZ. Working with the wider team on business improvements, the BI Manager will lead the concept, design and delivery of new and existing business improvement projects .

The role is responsible for:

- Identifying and leading new business innovations and initiatives that focus on continuous improvement, improved efficiencies, delivery of business needs and enhanced customer experience with a dual commercial and customer lens.
- Creating and managing new CX development pipeline portfolio to ensure a 1, 3 & 5 year plan is in place to enhance GJNZ's customer value proposition.
- Developing initiatives that increase overall profitability and align with the GJNZ & KR growth strategy.
- Writing commercially viable business cases aligned to stakeholder expectations.
- Facilitating cross functional team communication and coordination to support continuous improvement projects.
- Overseeing business and customer continuous improvement projects and ensure systems and processes are in place in order to deliver on new initiatives.
- Ensure H&S, Privacy and all supplier Quality Assurance is in place for all projects.
- Work with KR Finance to ensure all projects are scoped, phased and delivered on budget.
- Identifying improvements within the Scenic Trains operational environment ensuring that there is appropriate documentation in place to clearly define owner's responsibilities.
- Champion GJNZ Sustainability goals in collaboration with the wider KR group.

Health and Safety is critical to the success of KiwiRail and ensuring that every staff member and contractor returns home in the state that they arrived. Consistency and repeatability of operational functions are critical factors in the safe delivery of customer



services. You will be a safety leader and will be expected to “walk the safety talk” and lead your area and team to be a centre of excellence for safety.

Dimensions:

- Reports to:** Head of Customer Care & Travel Centre
- Responsible for:** Business Improvement & Project Delivery Specialist
- Location:** Auckland, Wellington or Christchurch
- Budget:** TBC
- Internal Contacts:**

Customer Support & Reservations Team
 Travel Centre Team
 Trade Team
 Customer Experience team
 Marketing team
 GJNZ Fleet & Safety Operations Manager
 Revenue Manager/Analyst
 Wider GJNZ teams
 ICT
 Finance Team
 Property Team
 Legal Team

External Contacts: Third Party Vendors and Agencies

Key Accountabilities

Collaboration & Business Improvement
<ul style="list-style-type: none"> • Lead a business area that continually strives to innovate and push the boundaries of what GJNZ has previously delivered in CX. • Drive diversity, engagement, capability and performance. • Set an example for sustainable design to align with KiwiRail and tourism sustainability targets. • Lead GJNZ as sustainability champion
CX/ Business Improvement
<ul style="list-style-type: none"> • Ensure systems and processes are in place in order to deliver new business improvement projects and deliverables. • Ensure H&S, Privacy and all supplier Quality Assurance is in place for all projects delivered. • Motivate the wider GJNZ team to improve the CX, through products, processes & systems that will result in revenue growth, improve profitability, productivity, customer experience, and provide a point of difference.



<ul style="list-style-type: none"> • Lead the GJNZ CX to identify and implement initiatives to maximise current revenue streams and develop and grow new revenue streams. • Ensure key project information is available and constantly shared with wider internal team and key stakeholders. • Benchmark competitors' products, business processes and experiences nationally and internationally ensuring we stay current with the development of digital strategies and abreast of best practices. • Continuous identification of improvements required for business efficiency and customer experience.
<p>Planning and Strategy</p>
<ul style="list-style-type: none"> • Support the GJNZ Head of Customer Care to develop and implement the annual CX plan with clear strategies, actions and KPI's for growth of profitability through a customer lens. • Propose and put in place a roadmap to deliver a business development innovation plan. • Assist with the design of product and customer led strategy from concept to market availability. • Work with the Head of Customer Care to design a strategic pathway that links business improvement initiatives with the GJNZ and KiwiRail Strategy.
<p>Customer Engagement</p>
<ul style="list-style-type: none"> • Utilise and develop customer research to drive CX development & improvement strategies. • Review customer feedback with a view to constantly improve and refine the customer offering, matching processes and tools with defined customer segments and identified needs. • Develop and implement strategies to improve the customer experience. • Work with business performance specialist and marketing on research and analysis facilitating insights into new product and service development. • Work with the Head of Customer Care, F&B, and Head of Onboard Customer Experience and Crew on best practice and continuous improvement. • Work with all Team Leaders on customer experience delivery.
<p>Finance</p>
<ul style="list-style-type: none"> • Budget management of CX projects ensuring that we are optimising spend, staying within budget and measuring our return on investment against activities. • Manage CX development initiatives within the financial budget of your area and take corrective action where required to ensure the budget objectives are met. • Continually review work practices, productivity, and cost control within the CX environment to maximise the financial performance of KiwiRail.
<p>Zero Harm</p>
<ul style="list-style-type: none"> • Responsible for complying with all rail safety system standards, procedures and statutory requirements within your area of responsibility. • Responsible for your own safety and that of other rail employees, contractors and visitors within your work environment • Responsible for the identification, reporting and initial control of any safety or environmental hazard identified within your area to your immediate manager



- Adhere to Kiwirail’s health and safety requirements and take responsible for maintaining a proactive approach regarding both personal wellbeing as well as that of fellow employees, associated client personnel, sub-contractors and members of the public.
- Report all accidents and incidents to your immediate supervisor within one hour.
- Creating visibility of the key information in area of accountability so that it is easily shared and understood by the business as a whole

Person Profile

Essential:
<ul style="list-style-type: none"> • 5+ years’ experience CX/ UX and /or Tourism Development • Experience in different technologies and how they can improve productivity in the workplace. • Extensive experience working in consumer related industry within highly competitive environment. • Proven, strong commercial and financial acumen, including the ability to understand and communicate financials and identify commercial opportunities. • Ability to work collaboratively and take a lead role with other industry leaders and stakeholders, building effective relationships and creating strong networks and partnerships. • Innovative and agile, with proven ability to listen, adjust and change as business / customer needs change. • A keen desire to stay up to date in market trends and how these can be incorporated into products you manage.

Education:

Essential:	Desirable:
<ul style="list-style-type: none"> • Tertiary business, CX, business qualification or demonstrated industry experience. 	<ul style="list-style-type: none"> • Experience of Tourism CX and or business improvement leadership.

