

## Role Profile – The What, The Where, The How

<b>POSITION</b>	Customer Feedback Lead		
<b>TEAM</b>	Governance and Customer Feedback Team	<b>LOCATION</b>	Coastline House
<b>VERSION</b>	1	<b>LAST UPDATED</b>	March 2026

### THE PURPOSE OF THIS ROLE IS TO

Take the operational lead in delivering a high-quality, fair and customer-centred complaints process, while ensuring insights from complaints and compliments inform meaningful learning and continuous improvement across Coastline.

You will ensure every customer's experience for complaints is handled with empathy, clarity and fairness, in line with regulatory requirements and best practice. You will also ensure that learning from complaints is systematically identified, shared and embedded to improve services, reduce repeat issues, and strengthen trust.

## Specific Accountabilities – The Brass Tacks

In the role, day to day, you'll be responsible for:

1. Leading the operational delivery of Coastline's complaints process, ensuring it is fair, timely, and customer-centred.
2. Ensuring investigating officers, and colleagues who form Stage 2 Panels, have the support and advice they need to undertake effective investigations and reviews.
3. Delivering training on effective complaints handling and proactively disseminating learnings from Housing Ombudsman Service Insights reports.
4. Ensuring customers receive clear, compassionate and appropriate communication throughout the complaints process, and ensuring a consistent approach to the quality of stage 1 and stage 2 responses, in line with regulatory standards.
5. Working with the Head of Customer Voice and Engagement and managers across Coastline to ensure service requests are progressed in an effective and timely way, with clear differentiation between a service request and a formal complaint.
6. Monitoring performance, timescales and case progression to ensure compliance with the Housing Ombudsman's Complaint Handling Code.
7. Acting as the lead point of contact with the Housing Ombudsman Service, ensuring timely, accurate and complete responses to any requests for information.

8. Maintaining accurate and reliable case records, which support valid and reliable reporting by the Performance and Data Insights team.
9. Identifying themes, trends and root causes from complaints and customer feedback, working with the Head of Customer Voice and Experience to ensure complaints learning informs wider customer experience improvement.
10. Keeping abreast of publications from the Housing Ombudsman Service and reviewing and sharing HOS 'Spotlight' Reports with relevant service areas to learn from the experience of other providers.
11. Coordinating learning across teams and supporting service leads to embed improvements that reduce repeat issues and improve customer experience.
12. Drafting complaints learning reports for the Executive Team and Committee, and contributing complaint-specific content to wider customer experience or performance reports led by others
13. Overseeing day-to-day use of the complaints and compliments functionality within the Customer Relationship Management (CRM) system, ensuring consistency and quality of information.
14. Keeping the complaints policy and complaints-related procedures and guidance up to date and easy for colleagues and customers to understand.
15. Maintaining awareness of complaints relating to information governance or data protection, which will be subject to a different complaints process, and liaising with the Deputy Data Protection Officer on those where relevant.
16. Working collaboratively, within a community of practice, with other teams and colleagues across Coastline, to ensure the customer complaints process supports a positive customer experience.

### Person Specification – The Who

#### PERSONAL SKILLS AND QUALITIES

At Coastline we are more concerned with how you work and what you bring to the role over formal qualifications or criteria. Specifically, what we're looking for is someone who:

- Demonstrates behaviours in accordance with Coastline's values:
  - Put our customers first
  - Be open, honest and accountable
  - Value each other
  - Strive to be the best
- Experience delivering or leading a complaints or customer service function.
- Demonstrable commitment to customer-centred practice, with strong empathy and communication skills.
- Strong analytical capability, able to identify themes, root causes and learning from complex information.
- Confident in facilitating learning conversations, influencing improvement and supporting teams to embed change.

- Empathetic and people-oriented.
- Resilient and able to handle challenging and emotive subject matter/customers professionally and calmly
- Highly organised, with strong attention to detail and the ability to manage competing priorities.
- Has satisfactory BASIC DBS check;
- Some experience in the following would be an advantage:
  - Knowledge of the Housing Ombudsman’s Complaint Handling Code and social housing regulatory environment.
  - Training, coaching or facilitation experience.
  - Experience working with CRM or complaints management systems.
  - Training or accreditation in complaint handling, mediation, or dispute resolution.
  - CIH (Chartered Institute of Housing) qualification or housing-related development.

### General Obligations - For All Of Us

1. Represent the company positively with all external agencies.
2. Service and support the company as requested.
3. Establish, develop and maintain effective working relationships with all work colleagues.
4. Ensure compliance with the company’s health and safety policies and procedures.
5. Continually promote equal opportunities and customer care in full compliance with the company’s policy and standards.

### REPORTING

**Reports to:** Group Company Secretary

**Responsible for:** May line manage one or more members of the Governance and Customer Feedback Team, subject to team structure.

## CONTACTS

### Internal

- Non-Executive Directors, Independent Committee Members and Customer Members.
- Executive Team
- Assistant Directors
- Heads of Service
- Managers

### External

- Housing Ombudsman Service
- Legal advisors
- Sector governance bodies and peers

