

We're Hiring

Head, Customer Experience (CX)



About UBA

United Bank for Africa (UBA) is one of Africa's leading financial institutions, with operations in twenty (20) countries and four (4) global financial centers: London, Paris, New York and Dubai. UBA has evolved into a Pan-African, provider of banking and related financial services through diverse channels globally.

United Bank for Africa Sierra Leone represents UBA's pioneer country activities in the West African sub-region. With a growing network of branches and ATMs across the country, the bank continues to expand the retail and commercial playing field in Sierra Leone by delivering unique financial products and solutions. The bank is seeking to recruit the following highly motivated, competent, result oriented and dynamic professionals for the following positions;

Job Title: Head, Customer Experience (CX)

Functionally & Administrative reports to: Country MD/CEO

Functionally (Second Line) reports to: Group Head CX

Job Objective

To drive the adoption and implementation of the banks' CX strategy/initiative within the country of supervision, which is both locally owned and led, but centered on the delivery of the group's customer experience vision, having a robust accountability framework. This role is accountable for pulling together and reporting on all CX projects and driving continuous improvement of all initiatives that impact on Customer Experience in the country of supervision

Duties & Responsibilities

- Drive the various CX improvement initiatives and ensure compliance with Customer Experience standards as defined by Group Office
- Identify Customer Experience innovations for UBA (S/L) and ensure implementation
- Monitor and track process efficiency and provide customer experience reports on country performance across defined metrics
- Manage the customer feedback management process and ensure implementation of recommendations
- Enforcing Enterprise SLA's and sanctions management and advocate for "Customer 1st" in every consideration of business and service delivery
- Champion opportunities to consistently Improve the UBA customer experience and Test new strategies for driving customer value optimization
- Identify Customer Experience failures across people, process and technology and drive service initiatives to implement process improvement
- Champion the development of Customer Journey mapping and implementation across all touchpoints
- Continuously improve experience across all customer touch points and ensure business policy is updated to accommodate any changes

KEY PERFORMANCE INDICATORS (KPIs)

- 100% execution of CX functions
- 100% execution ad hoc assignments
- Generate process change and drive the improvement of processes and metrics for better customer experience
- Develop and deliver innovative strategies that will structure an improved Customer Experience of the future that meets the bank's CX objectives
- Maintain High Customer Satisfaction Rating Top 3 in KPMG BICSS Customer satisfaction index in country of supervision

JOB REQUIREMENTS

Education Requirements

- Bachelor's degree in any discipline
- Professional Certifications in relevant fields

Experience

- Minimum of five (5) years' work experience with 3 years in leadership capacity.
- Insight orientated understanding of complex data trends and using these to inform CX improvement & innovation

COMPETENCIES

Knowledge

- Change management experience gained within a large / complex operational business environment
- Product Knowledge and Experience
- Deep understanding of Customer Experience and the emerging trends, strategies, and capabilities across all channels
- Ability to optimize or redesign process flows to meet project requirements

Key Skills

- Talent to communicate – both verbal and written – with technical and non-technical audiences alike
- Leadership Skills
- Outstanding customer and people relationship skills
- Good use of Microsoft Office Suite especially Excel and PowerPoint.
- Result and action-oriented
- Action driven focused on making all Customer Team initiatives practical for the front-line and driving these to successful conclusions
- Innovative thinking

How to apply

You can send an email to **hcmsierraleone@ubagroup.com** with your Application Letter, Updated Curriculum Vitae and copies of all credentials, addressing it to the Country Head, HCM

Deadline for submission of application

10th June 2025