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| **JOB DESCRIPTION** |
| **Job title:** | Business Intelligence Analyst- Speech and Text |
| **Team/Department:** | Business Intelligence and Analytics |
| **Location:** | Ashford  |
| **Hours of work:** | As agreed, and in accordance with the contract of employment  |
| **Job title the post holder will report to:** | Director of Informatics and AI |
| **Job titles reporting to the post holder:** |  |
| **Date the role profile was revised:** | February 2025 |
| **JOB PURPOSE**The Speech & Text Business Intelligence Analyst will leverage advanced analytics technologies, including speech and text analytics, AI, and machine learning, to improve patient experience (PX) and agent performance. This role will focus on quality monitoring, continuous quality improvement, and integrating conversational insights from voice, chat, email, and social media interactions. By utilising various platforms, the individual will play a key role in analysing patient conversations, providing actionable insights, improving patient satisfaction, and ensuring compliance with healthcare industry standards (NHS England). The position will also contribute to optimising operational efficiency, enhancing agent performance, and fostering a culture of continuous improvement within our organisation. |
| **KEY RESPONSIBILITES AND ACCOUNTABILITIES****Conversational Analytics and Insights:*** Analyse and interpret speech and text data from multiple interaction channels (phone, chat, email, social media) to identify key trends, pain points, and improvement opportunities in patient service and operational efficiency.
* Use SQL platforms and other analytical platforms to extract actionable insights from interactions, including sentiment analysis, intent recognition, keyword spotting, and emotional tone evaluation.
* Develop and maintain dashboards and reports to visualise key conversational metrics, including agent performance and patient satisfaction (like CSAT).

**Quality Monitoring and Compliance:*** Lead the development and implementation of quality monitoring frameworks, ensuring that agent performance is continuously assessed against company standards and compliance regulations.
* Monitor live and recorded conversations, identifying deviations from compliance protocols, missed opportunities and areas for quality improvement.
* Implement tools for tracking and scoring conversations based on key quality metrics such as tone, empathy, accuracy, and script adherence.
* Identify high-risk interactions and ensure compliance violations (e.g., privacy breaches, incorrect disclosures) are flagged and reported.

**Continuous Quality Improvement (CQI):*** Analyse interactions to identify systemic service delivery issues and opportunities for process improvement that will enhance overall satisfaction and operational performance.
* Provide real-time feedback to agents, assisting them in improving communication skills, problem-solving approaches, and compliance adherence.
* Collaborate with training and development teams to design targeted agent coaching programs based on performance insights.
* Track and report on quality improvement initiatives, measuring the effectiveness of implemented changes over time.

**Speech and Text Data Management:*** Ensure the integration of speech and text data from all interaction channels into analytical tools, ensuring data accuracy, completeness, and accessibility.
* Continuously improve and fine-tune speech-to-text models to enhance the quality of transcriptions, especially in areas like sentiment analysis, keyword identification, and emotional tone detection.

**Stakeholder Collaboration and Reporting:*** Collaborate with cross-functional teams (IT, Clinical, Product, etc.) to ensure that insights from conversational analytics are incorporated into broader business strategies.
* Present findings and recommendations to senior leadership, highlighting trends, opportunities, and areas for quality improvement.
* Lead discussions on strategic use cases for improving service based on analytical data, aligning recommendations with business goals.

**Performance Monitoring and Agent Coaching:*** Establish a system of dynamic agent scorecards to assess key performance indicators (KPIs) such as patient satisfaction, issue resolution, compliance, and agent effectiveness.
* Implement a system for agent development and coaching, using data-driven insights to provide personalised, ongoing training to enhance agent capabilities.
* Monitor the effectiveness of coaching programs and report on agent performance improvements.

**Trend Analysis and Reporting:*** Conduct trend analysis on voice and text data, identifying emerging patient needs, service gaps, and opportunities for innovation.
* Use data-driven insights to propose strategic improvements in patient experience, operational processes, and agent performance.
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| **COMMUNICATION AND KEY WORKING RELATIONSHIPS** The post holder must be able to demonstrate excellent communication and interpersonal skills at all times and build and maintain good working relationships with all stakeholders. |
| **ENVIRONMENT**IC24 is a major not for profit Social Enterprise company currently providing innovative primary care services designed to deliver quality and affordability. IC24 is solutions-focused, providing a comprehensive portfolio of services aimed at improving access and reducing the demand on secondary care services by helping to avoid unnecessary admissions and facilitating early discharge.Going forward, the company is committed to supporting and enabling better integration between health and social care and more effective alliances between partners from different sectors as essential to delivering seamless services. IC24 has considerable experience of working in complex, demographically challenged environments and the Board is keen for the organisation to be proactive in improving standards of care and patient safety, while delivering value for money too in the health economies it which it operates. Critical to this is building strong professional relationships and alliances with third parties; working with them in a way that maximises the benefits of their involvement.We are proud of our status as an NHS primary care social enterprise, and how we deliver social value to the communities we serve and contribute to the wider NHS plans to deliver carbon ‘Net Zero’ and sustainability. To find out more on this and to view our Social Impact Report, please click [here](https://ic24.org.uk/annual-reporting/).  |
| **HEALTH AND SAFETY**The post holder will be required to comply with the duties placed on employees of IC24 as set out in the Health and Safety at Work Policy and related procedures. The post holder has a legal obligation to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law and following recognised codes of practice.All ColleaguesYou have a duty to take care of your own health and safety and that of others who may be affected by your actions at work. You must cooperate with managers and other colleagues to help everyone meet their legal requirements under health and safety law, and not to interfere with or misuse anything that's been provided for your health, safety, or welfare.ManagersYou must ensure you know and understand your responsibilities as defined in our health & safety policies and associated guidance documents. You must identify and assess any risks to people, property, or the environment and ensure all colleagues you have responsibility for, are aware of all our health and safety policies, understand issues arising from risk assessments, site inspections etc. and deal with any associated concerns. You must ensure that all accidents or incidents involving colleagues within your responsibility, are properly reported, and investigated and that regular inspections are undertaken and recorded to eliminate potential hazards and minimise risks. DirectorsYou must ensure that all colleagues and teams within your region and/or department(s), effectively manage health and safety in line with all our health & safety policies and guidance documents. |
| **EQUALITY AND DIVERSITY**IC24 has a Diversity and Inclusion Policy to ensure that no job applicant or employee is discriminated against either directly or indirectly on the grounds of disability, marital status, sex, race, colour, nationality, ethnic or national origin, sexual orientation, age, religion or political opinion, whilst attracting talented recruits and retaining experienced employees.IC24 is committed to promoting equal opportunities and diversity and will keep under review its policies, procedures and practices to ensure that, in addition, all users of its services are treated according to their needs.  |
| **INFORMATION GOVERNANCE** Information is vitally important for the safe clinical management of patient care and the efficient administration of services and resources, including our workforce. Information Governance is a framework to enable IC24 to handle personal and corporate information appropriately.It is the responsibility of our entire workforce, regardless of employment status, to ensure they abide by the requirements of Information Governance as set out in the Data Security & Protection Policy. |
| **SAFEGUARDING CHILDREN AND VULNERABLE ADULTS** IC24 is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All colleagues and volunteers are therefore expected to behave in such a way that supports this commitment. You will be responsible for safeguarding the interests of children and adults who you come into contact during your work. To fulfil these duties, you will be required to attend training and development to recognise the signs and symptoms of abuse or individuals at risk, to follow local and national policy relating to safeguarding practice and to report and act on concerns you may have appropriately. |
| **DISCLOSURE AND BARRING SERVICE CHECKS** IC24 will require a DBS check for appropriate roles which is a mandatory requirement and a condition of the employment offer.All posts are assessed on their eligibility for the post holder to be required to undertake a DBS check. For posts that have been assessed as exempt from the provisions of the Rehabilitation of Offenders Act 1974, IC24 will require the post holder to undertake an enhanced DBS check with barred list checks. For posts that have been assessed as being in a position of trust, IC24 will require the post holder to undertake a basic DBS check. This post has been assessed as requiring a basic DBS check.  |
| **REHABILITATION OF OFFENDERS ACT 1974**Some posts have been assessed as being exempt from the provisions of the Rehabilitation of Offenders Act 1974 and in these cases IC24 will require the post holder to disclose all convictions, whether spent or unspent. This post has been assessed as not being exempt from the provisions of the Rehabilitation of Offenders Act 1974; therefore, the post holder is not required to disclose any spent convictions. |
| **PERFORMANCE AND DEVELOPMENT REVIEW**This job description will be used as a basis for conducting an individual Performance and Development Review between the post holder and the manager. |
| **VARIATIONS**This job description describes the main purpose and key responsibilities and accountabilities of the post. The post holder may be required to undertake any additional duties or responsibilities as may reasonably be required.This job description is a guide to the nature and main duties of the post as they currently exist, but it is not intended as a wholly comprehensive or permanent schedule and it is not part of the contract of employment.To reflect changing needs and priorities, some elements of this post may be subject to change and where required, any appropriate communication or consultation with the post holder will be undertaken prior to making any changes.  |

**PERSON SPECIFICATION**

| **Requirements** | **Essential** | **Desirable** | **How identified** |
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| **Qualifications and training** | **Degree** in Computer Science, Data Science, Business Analytics, Linguistics, or a related field (or equivalent professional experience) |  |  |
| **Experience** | **Proven expertise in conversational analytics**, including experience with speech and text analytics tools or similar platformsStrong proficiency with **data visualisation tools** (e.g., Tableau, Power BI) for presenting analytical insightsExperience in **quality monitoring** frameworks, **patient experience metrics**, and **performance management****Knowledge of compliance standards** (e.g., GDPR, PCI-DSS) and the ability to ensure adherence to industry regulations in all patient interactionsFamiliarity with **AI-driven automation** and its integration into patient service environments (chatbots, voice assistants, etc.) | **Familiarity with agent performance management tools** and methodologies, including coaching and training programs**Experience in developing and managing quality scorecards** and performance monitoring systems**Strong project management skills** with the ability to manage multiple initiatives simultaneously |  |
| **Practical skills** | **Excellent communication skills**, both written and verbal, with the ability to explain complex analytics in a clear, actionable way for non-technical stakeholders**Analytical mindset** with a passion for deriving actionable insights from complex datasets**Problem-solving skills** and a proactive approach to identifying opportunities for operational improvements**Detail-oriented** with a commitment to maintaining high standards of data accuracy and qualityAbility to **collaborate effectively** across departments and communicate data-driven insights clearly and effectively**Adaptable and results-driven**, focusing on continuous learning and improvement in technology and processes**Teamwork and collaboration**: Able to work effectively within a cross-functional team, providing expertise and guidance to colleagues in IT, operations, and patient service teams#**Self-motivated**: Able to work independently with minimal supervision and take ownership of initiatives | **Patient-centric mindset**: Strong focus on delivering actionable insights that enhance the patient experience**Leadership and influence**: Able to lead quality improvement initiatives and influence change across teams and departments |  |