

## Digital Transformation Lead

**Pudsey (Hybrid working) full time (Mon-Fri)**

**Salary £55 – 65,000 (DOE) / competitive benefits package**

We're growing at a rapid pace and this is a newly created opportunity reporting to the Director of Pricing, Data & Analytics

You'll be taking ownership of the development and oversight of our digital customer management and collections strategy. You'll have a clear focus on enhancing technology to empower customers to make smarter financial decisions by streamlining efficient personalised customer interactions, supported by a human touchpoint where necessary. A clear focus on optimising opportunities for customers to migrate to automated self-service is critical, ultimately leading to sustainable digital payment plans and improving our collections levels.

You'll lead the management, reporting and analysis of all digital and recurring collections channels including our customer portal, DD, CPA and other automated / card payment platforms. You'll segment our customer base by need(s) and migrate them to the most appropriate and efficient self-service channel. You'll work with internal stakeholders to deliver sustained improvement to digital customer engagement strategies.

### The role

- Design and maintain a comprehensive digital collections strategy utilising modern technology for streamlined customer interactions and efficiencies.
- Drive the digital collections strategy encouraging wider customer audiences to migrate to self-service and automated payment methods.
- Analyse data and derive insights, optimising digital collections performance.
- Utilise SQL to manipulate and extract data from database.
- Use predictive models and segmentation strategies which optimise success rates both for digital and human-assisted collections processes.
- Drive improvements to understanding and effectiveness of customer online journey, through understanding of page visits, click through rates, conversions and points of disengagement.
- Implement test and control strategies which identify real-time adjustments based on customer behaviours and economic conditions.
- Deliver regular reporting and in-depth performance analysis of all digital payment channels to senior leaders.
- Lead relevant projects and support the Change function as required.
- Adopt and implement key performance indicators and reporting mechanisms to measure the effectiveness of current collections strategies and provide recommendations and insights to senior leaders on improving digital solutions.

### About you

Ideally, you'll have proven experience in a similar role, gained within a Collections environment (FCA regulated) and will be able to demonstrate:

- Demonstrated success in a senior role with a focus on transforming digital collections strategies.
- Strong analytical skills including proficiency in SQL and Excel.
- Commercially minded with an ability to balance business needs with regulatory compliance.
- Present technical data and outputs to non-technical business stakeholders
- Excellent understanding of FCA regulations and Consumer Duty
- Ability to put forward strong business cases for change and improvement to the collections strategy to senior leaders, using tested methodologies, insights and understanding of customer needs.

## We are Lantern.

Let's face it, debt is never easy. When it comes to debt collection, we believe there's a better way – one that involves treating our customers with the empathy and respect that they deserve.

Here at **Lantern**, we recognise that everyone's circumstances are different. There isn't a solution that works for everyone. That's why we choose to take a different approach – a more *human* approach.

Since 2008, we've helped over 4 million people clear their debt with us in a way that is sympathetic and flexible. We put our customers in control. We take the time to get to know them so that, together, we can create an affordable and sustainable repayment plan to set them on the pathway to becoming debt free. Our efforts haven't gone unnoticed, and we've been awarded with the Investors in Customers 2024 GOLD standard for our dedication and ongoing commitment to customer care. For us, it's quite simple: we choose to treat our customers the way we would want to be treated.

## We reward great work.

- Discretionary annual bonus scheme, up to 10% of your salary.
- Hybrid working so you can work around life's other commitments.
- 33 days annual leave (incl. public holidays) rising to 36 with LOS.
- Healthcare Cash Plan.
- Life Assurance Plan.
- Discounts at major UK retailers.
- Paid volunteering opportunities.
- Recognition awards, celebrations, parties and more!

## What happens next?

We'll be in touch if your application is successful so keep an eye on your emails! We'll arrange a short call to learn more about you and answer any questions you have. If it feels like we're a good match, you'll be invited to come along and meet some of the team.

## We are inclusive.

We're committed to becoming an employer of choice for diversity, where leaders, structures, and interactions encourage you to thrive at work and be yourself. As an inclusive employer, please do let us know if you need any adjustments during our recruitment process.

*We're an equal opportunities employer with a diverse, inclusive, merit-based, and equitable workplace. We recognise that diversity drives our creativity, resilience, and success and makes our business stronger.*

**Due to the nature of our business, all offers of employment are subject to satisfactory background and vetting checks, including employment references, DBS (basic), credit file search, PEP and financial sanctions searches.**