



Research Analyst Role Definition

About W5:

W5 has been at the forefront of customer experience in Ireland for the last 20 years. A multi-award-winning business, W5 is a founder member of CXPA and is trusted by many of Ireland's leading companies to bring the voice of the customer into the heart of their organisations.

W5 believes that in service businesses in particular, the brand lives or dies in the customer experience and that consequently, customer experience is the most powerful differentiator for service brands. W5 helps businesses to become truly customer-centric and build customer experiences that bring brands to life in ways that add value for customers, increases business efficiency and reduces the cost to serve customers.

About this role:

Building on these strong foundations, we are seeking a talented Research Analyst to join the team.

You will be part of the team responsible for implementing the W5 solutions and providing vital support to the technical, research and consultancy teams, working directly on client outputs, and supporting some key client relationships.

You will use your personal, technical, creative and analytical skills to build, manage and deliver high-value, impactful projects for many of Ireland's leading companies, in collaboration with the W5 team.

You will excel at data analysis, and story-telling from data-driven insights..

We are looking for someone who shares our values which are to be curious, innovative, collaborative and to embrace the principle of simplifying complexity..

Your day-to-day responsibilities will include:

- Scripting, project management and analysis in software tools such as Conformat or Qualtrics
- Analysis and presentation of data.
- Interpreting quantitative data and showing the stories contained within it in visual formats
- Detailed analysis of verbatim data using an analytic tool and drawing out the key themes and sentiment
- Generating report graphs in Excel & PowerPoint
- Preparation and provision of reports for clients.
- Liaison and support of clients
- Experience with software platforms/environments such as Tableau, SPSS, other statistics tools

Core Skills and Competencies:

- A strong level of technical competency with respect to data, platforms, tools and analytics
- Speaks clearly and articulately. Presents data and research in an effective manner. Confident in presenting information to client team and contributes to debate
- Understanding of quantitative research methodologies
- Excellent experience of Microsoft PowerPoint and Excel
- The ideal candidate will have experience and proficiency of reporting and analysis platforms such as Tableau and SPSS



- Ideally they would also have experience with survey platforms such as Qualtrics or Confront (training will be provided)
- Someone with excellent people skills and a demonstrable ability to influence and develop relationships
- Ability to articulate complex concepts clearly and pleasantly
- Well organised with strong project management tools
- Mathematical /strong analytical mind and a good understanding of computer applications.
- High level of autonomy and self-motivation required
- Excellent attention to detail
- Excellent written and verbal communication skills
- Ability to work independently and as part of a team
- Enthusiastic and self-confident
- Proactive
- High standards
- Ideally 2 or more years' experience working in market research or customer experience measurement

Education and Experience

- Third Level Degree
- Strong experience of data analysis and reporting
- Experience with and knowledge of customer experience or market research whether client-side or agency side preferable

If you would like to apply for this role, please send a covering letter and CV to info@w5.ie.

We look forward to hearing from you!