



## Head of Customer Insights & CX

Danske Bank is seeking an experienced leader to take on the role of Head of Customer Experience and Insights for Personal Customers in the Nordics.

Are you looking for a key leadership role that offers the opportunity to shape and deliver on Danske Bank's ambition towards customer experience and insights? Your leadership can ensure that we deliver strong customer-centric solutions while driving business growth.

### About us

Customer Experience and Insights develop and drive the bank's work with insights at all levels along with the responsibility for customer experience. We strive to be customer centric, data driven and commercially oriented.

### About the role

As the Head of Customer Experience and Insights, you will be responsible for shaping and delivering actionable insights to enhance customer satisfaction. Based on our CX principles, qualitative and quantitative customer insights, data, customer journey mappings, as well as complaints learnings the task is to translate these into measurable business outcomes. This role blends deep customer experience and insights expertise with strong leadership abilities to ensure seamless integration of customer-centric principles across all touchpoints.

## Key responsibilities

In this role, you and your team will:

- Design and derive actionable insights from both qualitative and quantitative customer feedback mechanisms, including satisfaction measures and complaints reporting, and ensuring these insights inform product design, service improvements, and business strategies by translating them into actionable recommendations that drive greater customer focus across the organisation
- Lead the implementation of our customer experience ambition that leverages behavioural science, insights, and data analytics to optimise service delivery. Translate the bank's customer-centricity vision, insights, and analyses into practical initiatives aligned with strategic initiatives, providing guidance for implementation in close collaboration with Tribes, Commercial teams, Strategy Execution, and other functions across the Nordics.
- Champion a feedback-rich culture within the organisation, promoting continuous learning, experimentation, and adaptation based on customer behaviour, insights, and testing outcomes

## Leadership and team management

You will lead a team of approximately 10 dedicated professionals, cultivating a collaborative, performing, and customer-focused environment. The team also collaborates and receives support from colleagues in India and Lithuania. Your strong leadership skills and extensive managerial experience will be critical in empowering the team to thrive and deliver strategic priorities while ensuring professional growth and development. The position offers great opportunity for impact and exposure in Danske Bank, and the role is engaged in work across many areas within Personal Customers.

## About you

To succeed in this role, you will need:

- A track record of successfully leading diverse teams, driving strategic initiatives, and encouraging a collaborative environment
- Comprehensive experience in customer experience and insights management. Preferably within the financial services industry, with the ability to enhance customer satisfaction and deliver measurable business results.
- Expertise in insights and data-driven decision-making and strong analytical capabilities, including the integration of both qualitative and quantitative insights and the application of behavioural science to customer experience.
- Skills in shaping the design of insights and analyses as well as translating them into actionable recommendations that drive greater customer focus across the organisation
- Fluency in Danish and English, with the ability to communicate effectively and negotiate across various organisational levels

## Ready to join us?

Join us in redefining what it means to put customers first. Apply now to become part of a team engaged in transforming customer experience and putting insights into measurable success!

We process applications continuously, so we encourage you to apply sooner rather than later. If you have any questions about the job, please contact the Head of CX, Insights & Sustainability PC, Emilie Wedell-Wedellsborg at [ewed@danskebank.dk](mailto:ewed@danskebank.dk)

We are looking forward to receiving your application!

## About Us

Danske Bank is a Nordic bank with bridges to the world around us. For 150 years, we have supported people and businesses in releasing their potential. A career with us is an opportunity to join a community of 22,000 colleagues in a culture where we are committed to Teaming Up, Owning It and Being Open. Together, we are on a journey to transform Danske Bank into a better bank. For our customers, our employees and the societies around us.

### Danske Bank

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### Application deadline

20. February 2026  
Head of Customer Insights & CX

### Contact person

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