Consumer Research & Insights Lead

Location: Topeka, Wichita, or Kansas City, KS
Employment Type: Full-Time

About Capitol Federal®

At Capitol Federal Savings Bank, we're committed to helping individuals, families, and communities achieve financial success. Our employees are at the heart of everything we do, and we strive to create an environment where team members can grow, contribute, and build rewarding careers.

Position Summary

The Customer Research & Insights Lead builds and manages the Bank's Voice of the Customer (VoC), customer research, and continuous improvement capabilities. This position owns the listening program, the business use and administration of Qualtrics, survey and feedback standards, measurement methodology, data quality, analysis, and the Bank-wide customer experience score. The position also performs hands-on customer research, selects practical qualitative and quantitative methods, conducts priority studies, and turns findings into decisions for Product Management and other areas of the Bank.

This is a fluid player-and-coach role. The position must be able to perform excellent hands-on work, establish methods and standards, coach others, influence work delivered by partners, and, as needed, manage direct reports.

Key Responsibilities

Customer Research & Insights

- Design and execute qualitative and quantitative customer research using methods appropriate to business need, such as interviews, surveys, concept testing, usability testing, focus groups, diary studies, or other practical approaches.
- Translate business objectives and research questions into clear research plans, appropriate methods, actionable findings, and practical recommendations.
- Partner with Product Managers and other business areas on discovery, problem validation, concept evaluation, launch learning, and post-launch measurement.
- Connect research findings with behavioral, operational, and business data where practical, and maintain a usable repository of customer research and insights.

Voice of the Customer, Qualtrics & Enterprise Score Leadership

- Own the enterprise listening program and serve as business owner and administrator of Qualtrics, including listening strategy, survey architecture, feedback channels, dashboards, workflows, user access, standards, and lifecycle management.
- Own the Bank-wide VoC measurement framework and customer experience score, including metric definitions, methodology, data quality, reporting, trend analysis, driver identification, and progress toward established goals.

- Identify key score drivers and influence accountable business and process owners to address them through clear analysis, recommended priorities, measurable goals, recurring progress reporting, and escalation of material barriers.
- Analyze structured and unstructured feedback to identify recurring issues, emerging needs, and opportunities; establish closed-loop practices to route material feedback to appropriate teams.

Insights to Action

- Maintain a prioritized view of customer friction and experience-improvement opportunities with clear problem statements, recommended ownership, expected outcomes, and success measures.
- Assist leaders in distinguishing isolated feedback from recurring or material customer issues and quantifying customer and business impact where practical.
- Provide research and analysis to support journey mapping and customer-experience work so priorities are grounded in customer behavior, feedback, and business impact.

Continuous Improvement & Process Engineering

- Help establish practical continuous-improvement methods for intake, prioritization, process mapping, problem definition, root-cause analysis, measurement, and follow-through.
- Evaluate and structure improvement opportunities that may arise from cost, cycle time, rework, employee observations, operational performance, risk or control findings, service issues, customer feedback, or other business inputs.
- Partner with process owners and subject-matter experts to document current-state processes, define future-state outcomes, reduce unnecessary complexity or handoffs, and establish success measures.
- Facilitate selected process reviews and structured problem-solving efforts in support of approved priorities.
- As capacity grows, help guide or manage dedicated continuous-improvement support while remaining able to perform selected continuous-improvement work directly.

Other

- Performs other duties as assigned.
- Participates in proactive team efforts to achieve departmental and company goals.
- Complies with applicable laws, regulations, bank policies, and safety procedures; reports unsafe activities to a supervisor or Human Resources.
- Typically requires 7 or more years of progressive experience in customer research, customer insights, Voice of the Customer, product research, user research, customer experience, market research, or a related field.
- Demonstrated experience conducting mixed-method research and translating findings into actionable business recommendations.
- Experience leading or materially building a VoC program, including measurement, analytics, reporting, and cross-functional use of customer feedback.

- Experience with Qualtrics or a comparable enterprise experience management platform preferred.
- Experience in a complex, regulated, or service-oriented organization and familiarity with structured process improvement preferred.

Qualifications Required

- Bachelor's degree in business, Marketing, Psychology, Behavioral Science, Statistics, Data Analytics, or a related discipline required.
- Strong knowledge of qualitative and quantitative research methods, survey design, and research synthesis.
- Strong analytical skills, including the ability to interpret customer metrics, structured data, and unstructured feedback.
- Working knowledge of VoC measurement, scorecards, driver analysis, and data quality.
- Working knowledge of process mapping, root-cause analysis, prioritization, and outcome measurement.
- Ability to communicate complex findings clearly and translate evidence into practical recommendations.
- Strong facilitation, influence, organization, and stakeholder-management skills.
- Regular in-office attendance required.
- Ability to work extended hours when business needs require.
- Regular in-office attendance required.

Why Join Capitol Federal?

Capitol Federal offers a collaborative culture, opportunities for professional development, and a competitive benefits package that may include:

- Medical, dental, life, and disability insurance
- Retirement and savings plans
- Flexible Spending Accounts
- Paid time off and holidays
- Parental leave
- Employee Assistance Program
- Professional development and career growth opportunities

Ready to Make an Impact?

Turn customer insights into action. In this role, you'll have the opportunity to build and lead a strong Voice of the Customer program, influence decisions across the Bank, and help teams better understand the people we serve. If you're a hands-on researcher, strategic thinker, and collaborative leader who enjoys transforming data and feedback into measurable improvements, we'd love to hear from you. **Apply and explore a career with Capitol Federal** at www.capfed.com/about-capfed/careers