Digital Products Senior Business Analyst

Location: London, UK
Department: Project Management Office
Reporting to: Head of PMO
Contract Type: Permanent

Do you want to create memories that last a lifetime?

Tour Partner Group is a leading B2B Destination Management Company (DMC) specialising in travel experiences across the UK, Ireland, the Nordics, and the Baltics. With offices in London, Edinburgh, Dublin, and Copenhagen, we bring together over 300 destination specialists, designing unforgettable travel experiences for Groups and FIT, as well as curated MICE programmes under our dedicated brand, **Horizons by Tour Partner Group**.

At **Tour Partner Group**, we believe in responsible travel, continuously challenging ourselves to elevate our standards and ensure that every journey we create leaves a positive impact on both people and the planet.

About the position:

We are looking for a passionate and dynamic **Digital Products Senior Business Analyst** to join our team in **London, UK**. In this role, you will be embedded in the Digital Products team, working closely with the UX Expert to run workshops, map processes, and turn user insights into clear, actionable requirements. Your focus will be on two flagship initiatives, the AI CoPilot and the CRM Adoption Programme, helping teams improve how they quote, use CRM, and adopt new ways of working. Through observation, workshops, and questioning assumptions, you will identify friction points and design workflows that make technology easier and more natural to use. You will work as part of a **collaborative, international team**, creating memories that last a lifetime for our clients and their customers.

Your responsibilities:

As a Digital Products Senior Business Analyst at Tour Partner Group, your key responsibilities will include:

Design Thinking & Discovery

- Partner with UX Expert to facilitate Design Thinking workshops with sales, operations, and commercial stakeholders
- Conduct contextual inquiry – observe users in their actual work environment to understand real behaviours, workarounds, and pain points
- Document current-state processes through journey maps, service blueprints, and process flows
- Identify the gap between "official process" and "how work actually gets done"
- Synthesise research findings into actionable insights that inform solution design
- Challenge stakeholder assumptions – dig beneath surface requests to understand underlying needs

AI CoPilot Requirements & Knowledge Capture

- Work with Groups sales teams to document the quote-to-win process in granular detail
- Capture tacit knowledge that experienced sales reps carry: destination expertise, supplier preferences, pricing intuition, client relationship nuances

- Translate this knowledge into structured requirements for RAG knowledge bases (working with Data Product Owner)
- Define user stories and acceptance criteria for AI CoPilot features: email parsing, itinerary generation, margin optimisation, win probability
- Specify how AI suggestions should be presented, accepted, modified, or rejected by users
- Support UAT – design test scenarios that validate AI outputs match real-world expectations
- Document edge cases and exceptions that AI must handle gracefully

CRM Adoption Programme

- Conduct adoption diagnostics – understand why current CRM usage is low (process friction, data quality, training gaps, cultural resistance)
- Map the customer lifecycle and identify where CRM should be the natural system of record
- Document workflow changes required to make CRM usage effortless and valuable
- Define automation opportunities – where can system integrations eliminate manual CRM updates?
- Create training needs analysis and support training material development
- Establish adoption metrics and reporting – what does "genuine adoption" look like beyond login counts?
- Support change management by identifying adoption champions and resistance points

Requirements & Stakeholder Management

- Translate discovery insights into clear functional requirements for development teams and external partners
- Write user stories with robust acceptance criteria grounded in observed user needs
- Manage requirements traceability – ensure what gets built connects back to validated user problems
- Facilitate alignment across stakeholders with competing priorities (Sales, Operations, Finance, IT)
- Communicate in business language with commercial stakeholders and technical language with developers
- Support solution design sessions, bringing user perspective to technical discussions

Testing & Validation

- Design UAT scenarios based on real user workflows, not just functional specifications
- Coordinate user testing sessions and capture feedback systematically
- Validate that delivered solutions actually solve the problems identified in discovery
- Support post-launch measurement – are users adopting? Are outcomes improving?

Digital Products Senior Business Analyst

Your profile: Skills & Experience

We are looking for an individual with the following skills and qualifications:

Essential

- 4+ years' experience as a Business Analyst, ideally in customer-facing or commercial systems (CRM, sales tools, booking platforms)

- Design Thinking or human-centred design experience – workshop facilitation, user research, journey mapping

- Proven ability to conduct user research: contextual inquiry, interviews, observation, synthesis

- Experience documenting processes as journey maps, service blueprints, or similar visual formats (not just traditional process flows)

- Strong facilitation skills – ability to run workshops with diverse stakeholders and navigate competing perspectives

- Excellent communication skills – able to translate between business and technical audiences

- Curiosity and empathy – genuine interest in understanding how people work and why

- Comfort with ambiguity – able to work in discovery mode where the solution isn't predefined

- Proficiency in collaboration tools (Miro, Figma, Confluence, Jira)

Desirable

- Travel or hospitality industry experience

- Experience with CRM implementations or adoption programmes (Salesforce, SugarCRM, HubSpot)

- Exposure to AI/ML products – understanding of how to define requirements for AI-assisted features

- Experience capturing tacit knowledge or subject matter expertise for knowledge management systems

- Agile methodology experience (Scrum, Kanban) in product teams

- Change management awareness or certification (Prosci, APMG)

What we offer

At Tour Partner Group, we believe in rewarding our team members. By joining us, you will enjoy:

- A **dynamic and international work environment**, collaborating with colleagues from over **20 nationalities**.

- **Familiarisation trips** to enhance your first-hand knowledge of our destinations.

- **A holiday increase** with years of service, up to **25 days**.

- **A contribution towards gym membership** to promote well-being.

- **An extra day off on your birthday**, because celebrating is important!

- **One volunteering day per year** to support a cause you're passionate about.

- **Annual social events** to celebrate our shared successes.

- **TPG Travel Club discounts** to explore our destinations in your free time.

- The opportunity to become a **Value Champion**, earning a **Discover-Our-Destination reward** for an exciting explorer getaway.

- **A structured development programme** with **on-the-job training**, ensuring you reach your full potential.

- A **collaborative and supportive team culture** where every member is valued.

- Opportunities for **career progression**, moving into new roles within the company.

Additional Information

- **High Season Period**: Please note that from **1st May – 31st August**, the workload may be heavier, and overtime may be required. Overtime is compensated as time off in lieu.

- **Work Location**: This position is based in **London, UK**, with the possibility of hybrid working depending on the role.

Our Values

At Tour Partner Group, our values guide everything we do:

- **Partnership** – We collaborate as a team to succeed and hold our colleagues and business partners in high esteem.

- **Inspiration** – We inspire confidence in others through our knowledge and expertise. We seek and embrace change.

- **Respect** – We are open to new ideas, cultures, and experiences. We value honesty and transparency.

- **Passion** – We share our love for travel and encourage others to explore our destinations. We aspire to be the difference that makes the difference.

Our Commitment to Sustainability & ESG

- We recognise the part we play as a tourism business. We believe in the **positive force and impact** of responsible business on our collective future—one that is sustainable and contributes **not only to ourselves and our clients but also to the planet and society as a whole**.

- Internally, we have taken active steps to **reduce our environmental footprint** by limiting printing, switching to **digital business cards**, and ensuring that **business travel is only undertaken when essential**. Additionally, we encourage our employees to **give back to the community** through our **1 volunteering day per year** initiative.

- Find out more about our sustainability efforts: **Tour Partner Group ESG Policy**

Our Diversity, Equity and Inclusion Statement

- At Tour Partner Group, our values of **Partnership, Respect, Inspiration and Passion** guide everything we do. We believe that travel is about **connection, discovery and shared experiences** – and that **begins within our own teams**.

- We are committed to building a workplace where everyone feels **valued, respected and inspired** to contribute their best. We encourage applications from individuals of every **background, culture, identity, ability and life experience**.

- Our aim is to make opportunities accessible, ensure decisions are fair and provide the resources each colleague needs to grow and succeed.

- By living our values and embracing **diversity**, practising **equity** and nurturing **inclusion**, we strengthen not only our business but also the partnerships and communities we serve.

How to Apply

If you're excited to be part of a team that delivers exceptional travel experiences, we'd love to hear from you!

- Please send your **CV and cover letter** to **global.recruitment@tourpartnergroup.com** with the subject line: **Application for Digital Products Senior Business Analyst – Your Name**.
- If you have any questions about the role, please contact **Bianca Chiru** at **bianca.chiru@tourpartnergroup.com**.

We look forward to welcoming you to the Tour Partner Group team!

www.tourpartnergroup.com