



DIRECTOR of CUSTOMER EXPERIENCE

Global Retail/Manufacturer

Job Summary

The Director of Customer Experience will embed customer centricity across the company's customer-facing and internal processes using customer centric tools e.g., customer journey mapping, focus group facilitation and provide a true "best of brand" business class customer experience in all facets of customer service. This position requires an "NPS GURU" who will be responsible for building a robust process for capturing the voice of the customer, identifying and developing a customer service improvement strategy, and leading key improvement initiatives.

The Director of CX (Customer Experience) will work closely with cross-functional business groups to ensure a consistent customer experience. The Incumbent will directly supervise, develop and architect go-forward Brand Strategy with Customer Experience Leads to continually raise the standards of our Brand customer care resulting in a dealer experience that significantly differentiates our Brand from its competitors. These increased standards shall lead to a more satisfying customer journey and improve overall customer retention.

The Director of CX will have a proven "track record" of creating strategic plans for innovation, shaping and customer/marketplace insights into business opportunities with particular emphasis on new business and emerging categories. The incumbent is typically a market research expert skilled in understanding business needs and able to recommend and initiate research and integration of multiple sources of information to address these needs.

Key Goals for this position

- Establish and formulate a Global Baseline NPS (Net Promoter Score) for the company and develop an action plan to improve the NPS Score for all products and services.
- Identify and analyze the top 15-20 Customer Journey Touchpoints.
- Analyze and improve all areas leading to Customer Retention.
- Create a Customer Connected Distribution plan for a Global Enterprise.

Daily Responsibilities

- Responsible for total Customer Experience – owning and managing end-to-end customer experience, collect customer insights across the industry, run customer testing and surveys, share insights -End goals include: NPS Indexing and Analysis, improving each step of the Customer Journey, increasing overall Customer Retention, solidifying a Customer Connected Distribution process
- Identify all major customer journey touch points/pain points (e.g., slow A/R processes, Inventory, special orders, etc) and drive process changes
- Forecast future customer needs across all business lines
- Redesign processes with largest customer impact (regardless of whether they are directly customer-facing)
- Embed Customer Experience mindset, culture, process, and capabilities across org
- Responsible for leading all activities required for building and enhancing customer partnerships for the organization.
- Provide thought leadership and ensure that the organizational leadership is aware of emerging consumer trends.
- Accountable for creating and leading the strategic plan to leverage key customer insights into action.
- Ensure customer insights are translated into inputs for sales and marketing to improve business results.
- Undertakes detailed quantitative analyses of consumer databases and external data sources and develops a data driven insight into customers, their behaviors, buying preferences and patterns.
- Identifies and communicates initiatives that enhance the positioning and offering of products and services to customers.
- Performs multiple functions of analytics, modeling, data management or reporting solutions.
- Provides leadership and direction through Senior Managers and Managers.
- Adapts and executes functional or departmental business plans and contributes to the development of functional or departmental strategies.
- Decisions are guided by functional or major operational segment strategies and priorities

Minimum Qualifications Required

Expert in all areas of NPS Score Analysis, Benchmarking, Systems and Surveys.

Expert in Customer Journey Mapping, Voice of Customer.

Expert in Data-Driven Customer Retention initiatives and execution.

Expert in complex durable goods, services and processes.

Ideal Candidates:

Should have a track record of owning and delivering customer service improvement strategies, ability to identify and develop key improvement initiatives, change management, Voice of Customer and process improvement methodologies.

- Knowledge and/or experience in the industries of complex durable goods such as retail technology, auto, agriculture, manufacturing and/or distribution and have demonstrated leadership ability in the area of Customer Experience.
- Prior experience in budget preparation and P&L management.
- 5 -7 years Director level experience in Lean organizations in the areas of retail, agriculture, manufacturing, automotive, distribution, warehousing or other related industry.
- Demonstrated leadership, staff development and change management skills
- Excellent training, presentation, communication skills (both oral and written). Ability to communicate effectively and motivate team and others, maintaining a persuasive and credible presentation style at all levels of the organization.
- Experience building and implementing site level improvement plans, directly providing hands on leadership of key projects and teams for continuous improvement.
- Clear understanding of process improvement methodologies and tools (Six Sigma, Lean, DFSS, BPMS, CPM, etc.), critical thinking, and change management principles.

If interested, kindly email your CV to Resumes@OmniChannelCareers.com

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