DIXSON
SOLUTIONS

Better experiences *start with* better systems.

Dixson Solutions helps organizations untangle complexity to create experiences that leave lasting impressions for their customers.

JAMES DIXSON
CX STRATEGIST

CX Strategy Development
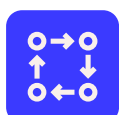Implementing curated customer experience strategies that drive sustainable growth.

Journey Mapping Analysis
Visualizing end-to-end customer journeys to identify friction points and optimize experiences.

Experience Design & Innovation
Creating intentional experiences that combine customer needs with operational feasibility.

Workflow Architecture Optimization
Redesigning internal workflows to increase efficiency, reduce costs, and ensure scalable service delivery across departments.

Customer Insights & Data Analysis
Turning behavioral data analytics into actionable insights to inform strategic decisions.

CX Culture Transformation
Embedding customer-centric values into leadership, training, and operations to foster everyday service excellence.

ABOUT

With more than two decades of leadership in customer experience strategy, operational transformation, and data-driven process design, **James Dixson** is a trusted partner for teams ready to move from firefighting to foresight. James firmly believes operations and customer experiences, within any organization, should never be left to chance. From mapping journey touchpoints to standing up enterprise-wide CX governance, James works across departments to align teams, improve performance, and embed human-centric practices that scale. While his roots run deep in airport operations, including leading transformational efforts at DFW and SFO, his approach is industry-agnostic and people-first. His approach moves beyond adapting to trends; he preemptively shapes them, ensuring every touchpoint in a customer's journey exemplifies operational excellence. By combining strategic development with precise execution, he aims to help companies transform routine interactions into moments of wonder for their customers and their teams.

CERTIFICATIONS

Breakthrough CX Strategy
Massachusetts Institute of Technology

AI: Implications for Business Strategy
Massachusetts Institute of Technology