



## 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](mailto:Resumes@OmniChannelCareers.com)

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