



WEBSITE: [WWW.GOODMAN-MILESCX.ORG](http://WWW.GOODMAN-MILESCX.ORG)

# MICHELLE GOODMAN-MILES

## DIRECTOR OF CUSTOMER EXPERIENCE

### CONTACT

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### EDUCATION

#### CLEVELAND STATE UNIVERSITY

- Computer Science & Engineering

#### JOHN CARROLL UNIVERSITY

- Undergraduate Studies

### CORE SPECIALTIES

- Omnichannel Customer Support Leadership
- Voice of the Customer Programs
- NPS & CSAT Management
- Customer Journey Lifecycle & Mapping
- KPI Metric & SLA Ownership
- Training & Resource Facilitation
- New Hire Program Development & Onboarding
- Salesforce Administration & Development
- Medallia & Qualtrics Administration
- Website Development

### PROFILE

As a professional Customer Experience Director with over 25 years of industry experience, I specialize in leading teams to exceed performance and optimizing the customer journey. My expertise in CX strategy, process improvement, and team leadership enables me to drive tangible business results for my organization.

### WORK EXPERIENCE

#### CleanChoice Energy

OCTOBER 2022 - NOVEMBER 2024

#### Head of Customer Experience & Strategy

- Reduced company spending by \$665K YOY from 2023-2024 through implementation of a refund pre-approval review process.
- Increased company NPS score by 47 points in the first 6 months of hire.
- Led and scaled the company's Customer Experience organization from a 3rd party BPO to an in house contact center. Duties included recruiting, onboarding, service, and support.
- Built and maintained a robust Voice of the Customer (VOC) program that captured quantitative and qualitative omnichannel feedback, including surveys, reviews, social media, and support interactions.
- Constructed customer journey lifecycles & mapping, focusing on customer centricity, to help stakeholders understand customer needs, pain points, and expectations.
- Owned key operational metrics such as NPS, customer satisfaction, service level, and other traditional customer success KPI's.
- Established the first company new hire training program & online knowledge database, focusing on systems, product, policy, and metrics.
- Built out extensive custom design work within Salesforce CRM to redesign system layout, dashboards, ticketing systems, & reporting needs.
- Developed & facilitated monthly workshops to continue building team member skill sets.
- Fostered a positive working environment and developed a strong culture that motivated team members and mitigated the risk of burnout.
- Collaborated with cross-functional teams, including retention, marketing, sales, legal, and operations, to ensure seamless execution of company-wide initiatives.

## Head of Customer Experience

- Increased company NPS score by 64% in the first 12 months of hire.
- Reduced warranty claim costs 72% in Year 1 by restructuring the company warranty program.
- Spearheaded global customer support operations as head of the division, including managing a 24/7 team assisting clients via chat, email, and social media.
- Delivered on departmental input and output KPIs, such as CSAT, NPS, productivity, & SLA's.
- Expanded the CX strategy program to collect and analyze customer feedback, arm teams with insights into the customer journey, & utilized data to drive improvements.
- Developed targeted solutions to enhance customer service performance, based upon quality assurance analysis.
- Fostered innovation by creating structures and processes that promoted a collaborative environment for direct reports, peer groups, leaders, and the organization.
- Developed client-facing policies and mitigation strategies resulting in reduced inquiry rates and strong CSAT & NPS scores despite challenging times during Covid.

**Reliable**

SEPTEMBER 2019 - MAY 2021

## Call Center Senior Manager

- Led and developed a team of 100+ workers including 5 managers and direct reports.
- Owned NPS & CSAT metrics, analyzing data to continually drive change, leading to increased customer satisfaction & retention.
- Developed individualized performance plans utilizing SMART Goals for all team members, to target specific opportunities consistent with company vision and goals.
- Created a mentorship program offering additional support to new hires, which resulted in higher employee retention as well as an accelerated achievement in meeting department KPI's.
- Worked collaboratively with other leadership team members, ensuring the company vision was coordinated across multiple teams in an effort to drive projects to completion.

*Prior Related Experience:*

<b>Progressive Insurance</b> Call Center Sales & Support Senior Manager, Trainer	2001-2005
<b>Fuchs Lubricants</b> Inside Sales Manager	2005-2011
<b>Window Nation</b> Lead Sales & Support Manager	2012-2014

**TECHNOLOGY & SOFTWARE**

- Salesforce (Expert/Admin/Dev)
- Qualtrics & Medallia (Expert/Admin)
- Zendesk & Intercom (Expert/Admin)
- Atlassian, Confluence, & JIRA (Expert/Admin)
- Netsuite
- Adobe
- Five9 (Admin)
- Google Analytics & DOMO
- Microsoft Office / Google Suite (Expert)
- Shopify (Expert/Admin)
- Returnly & Narvar
- SAP