

JOB DESCRIPTION

Position Title: Head of Digital Customer Journey
Department: Account Management
Reporting To: VP Account Management

Background:

One of the biggest challenges facing companies in becoming truly customer focused is that their own organisation is often based around functional silos. This is noticed by customers and often impedes the development of an effective digital customer journey.

Customers want to experience organisations that provide a single seamless journey across all touchpoints from initial enquiry, passing to sales, post-sale through to all post-sales activities or support. The most effective way to achieve this is to consider the total customer journey by taking a holistic view and approach to managing it.

At ContactEngine, we're passionate about innovative SaaS solutions that drive value, enhance operational processes, and improve the customer experience while delivering substantial return on investment for our clients. We are a Shoreditch-based, dynamic, vibrant and extremely motivated team already working with some of the UK and world's best known brands.

Our focus is mainly on Customer Communications using omni-channel SaaS Solutions.

Role Main Purpose:

- Develop and deliver the E2E ContactEngine digital customer journey strategy.
- Lead and manage the design of individual customer journeys ensuring coherence, consistency and seamlessness at all stages of the journey.
- Deliver customer journey development plans and working with internal stakeholders to optimise design tools, ContactEngine software and work methodologies.
- Continuously improve the customer journey across all digital channels, including seeking new channels and new communications methods.
- Work closely with the Marketing group to ensure that marketing strategies are implemented that will favour and promote the utilisation of a truly E2E digital comms journey.
- Assist and advise the Account Management group in all Client project and solution roll-outs.
- Act as the ContactEngine SME for all customer journey design strategy, discussions and solutions.
- Collaborate with the Account Management team and internal teams (e.g. Dev, IT, Marketing) to ensure the timely and successful delivery of our solutions.
- Connect with key business specialists, stakeholders, and leaders to facilitate the delivery of optimal the customer journey for our clients.

Duties and Key Responsibilities:

- Act as the gateway for all project deliveries ensuring all digital customers journeys meet the requirement for continuity, completeness, customisation, personalisation, tailoring, etc...
- Lead and manage the delivery of the Design and Modelling of a best-in-class Digital Customer Journey for all ContactEngine verticals.
- Work closely with the Marketing group to deliver market research and insights that will inform the progress and development of ContactEngine's Digital Customer Journey strategy.
- Lead the definition and implementation of the ContactEngine conversation tone, "flavour", emotion, timings, touchpoints, channels, number of interactions, etc...
- Lead research, identification and implementation of a Customer Journey design tool (e.g. journey mapping tool).
- Use appropriate customer journey design tools, systems and techniques to ensure the effective delivery of client solutions.
- Lead efforts and collaboration seeking to understand what the optimal customer journey looks like for individual verticals, markets, regions, etc... Implement corresponding operational changes.
- Engage, and negotiate with stakeholders throughout the business to ensure optimal support for the Digital Customer Journey design and implementation process.
- Communicate clearly and regularly with your stakeholders to ensure they are kept abreast of the status and progress of ongoing projects and strategies.
- Learn from industry best practice and adopting techniques to enhance the ContactEngine customer journey design.

Required Core Skills and attributes:

- Proven Customer Journey Design and Optimisation experience or other relevant experience.
- Proven management experience.
- Digital Customer Experience management.
- Ability to communicate, present and influence stakeholders and sponsors at all levels of the organisation.
- Intimate knowledge of large organisations' and/or corporations' operating practices and mechanisms that will enable you to tailor designs and influence outcomes.
- A passion for all things digital.
- Ability to identify efficiency improvement opportunities and implement relevant process improvements.
- Ability to manage multiple projects concurrently without loss of quality or attention to detail.
- Fluent in MS Office package including PowerPoint, Word and Excel.
- Clear and concise written and spoken communication skills.

Personal attributes and other requirements:

- Willing to travel.
- Strong self-starter and able to work independently.
- Strong work ethics.
- Honest, diligent and trustworthy.

What we bring to the table:

- Award-winning company with world class and industry changing SaaS products and services.
- A flexible working environment and the ability to work from home.
- Ability to learn and grow with the business, personal development, internal promotion and growth opportunities.
- Very strong culture and a tight-knit team of colleagues.
- 25 days paid holiday
- Pension Scheme

Timings / Remuneration

- Full time
- Remuneration TBC

We are committed to creating a diverse and inclusive company that better reflects the community we live in. We therefore welcome applications from candidates of all backgrounds.