Leocadia Firestone

Customer Experience Manager, Voice of Customer and Journey Design

Columbus, OH · leocadia.firestone@example.com · (380) 555-0174 · LinkedIn · Portfolio of CX case studies

SUMMARY

Customer experience manager with 8 years in support operations and CX programs for a subscription retailer and a regional bank. Lead a voice-of-customer program covering about 41,000 survey responses a year and work with product, operations and marketing to fix the journeys that drive complaints. Raised CSAT from 78% to 88% and cut repeat contacts by 27% in 2 years. Comfortable with Qualtrics, Zendesk, Medallia and SQL for simple analysis.

EXPERIENCE

Customer Experience Manager — Harvest Crate Co.

Columbus, OH · Apr 2022 – Present

- Run the voice-of-customer program across email, chat and post-delivery surveys, analysing about 41,000 responses a year and sharing a monthly top-5 issues report with 6 department heads.
- Raised CSAT from 78% to 88% in 2 years by fixing the 3 journeys behind half of all complaints: delivery changes, refunds and subscription pauses.
- Cut repeat contacts by 27% after mapping the refund journey and removing 2 handoffs between support and finance.
- Reduced voluntary churn in the first 90 days from 19% to 14% with a revised onboarding email series built with marketing.
- Lead a team of 3 CX analysts and a knowledge base editor, and coach 9 support team leads on root-cause tagging.

Customer Experience Lead — Scioto Valley Bank

Columbus, OH · Aug 2018 – Mar 2022

- Built a branch and call-centre feedback program across 14 branches, raising survey response rates from 6% to 15%.
- Lifted relationship NPS from 31 to 44 over 3 years by fixing account-opening delays with the operations team.
- Trained about 120 frontline staff on complaint handling, cutting regulator-reportable complaints by about a third.

SKILLS

CX Strategy: Journey mapping, voice of customer, service design, root-cause analysis, CX roadmaps

Measurement: CSAT, NPS, CES, churn analysis, survey design, text analytics

Tools: Qualtrics, Medallia, Zendesk, Salesforce Service Cloud, Looker, SQL basics

Leadership: Cross-functional programs, team coaching, executive reporting, change management

CERTIFICATIONS

Certified Customer Experience Professional (CCXP), 2021

EDUCATION

BA in Communication, Ohio State University, 2016

Fictional example by FindAJobAI: the person, employers and numbers are invented.