

# Director of Customer Experience



Terryberry is looking for a Director of Customer Experience to join our Executive team and deliver capabilities and solutions across these key areas: Customer Success, Customer Care, and Customer Account Management. The role may also evolve into Implementation, Support, and Training. You will lead ideation, strategy and concepts across customer experience initiatives and perform customer impact analysis, customer data analysis, cross-channel and cross-product alignment, and the identification of opportunities to improve the experience – all through the customer lens; driving customer outcomes.

**About You:** Someone who embodies a unique blend of strategic thinking, creativity, technical proficiency, and operational excellence. You have a proven track record in product management, strategic roadmap planning, customer experience and operations. A transformational and inspirational leader that drives, and motivates the team and others by being an open, authentic, and genuine leader who is energized by creating a winning team.

## About Terryberry

We are Terryberry, the recognition and engagement company that ignites employee success. While we have been in the business of employee recognition for +100 years, we are entering one of the most exciting times of our history as we transition to an employee engagement SaaS led organization. We are headquartered in Grand Rapids, MI; with locations throughout North American and the UK. Are you interested in joining a dynamic growth company which has a real purpose?

Email your resume to [careers@terryberry.com](mailto:careers@terryberry.com)

### Responsibilities

- Set the vision and strategic plan for the department that will increase product participation, reduce churn, and drive growth through retention and upselling
- Define and optimize customer lifecycle processes
- Ensure that the CX team works in collaboration with all other business functions, consistently delivering great end-to-end customer experience across stages, channels, and touchpoints in the customer journey
- Enable a two-way stream with customer facing teams to derive meaningful insights for improvement; guiding teams to ensure a customer-centric attitude while acquiring new customers or dealing with existing customers, especially guiding the marketing, branding, and sales teams to align with the larger CX strategy
- Clarify ownership for each part of the customer experience journey within the team
- Encourage problem solving, strategic thinking, and customer-orientation amongst the team
- Liaise with key stakeholders to ensure customer-centricity in their respective departmental work and help them deliver in accordance with the overall CX strategy
- Measure and track delivery ROI on identified transformation opportunities for CX along with driving continuous process improvement culture across customer experience
- Improve and differentiate the customer experience while considering the impact on operations
- Develop strategies to improve customer loyalty by improving customer satisfaction or reducing churn rates
- Interact at executive/senior management level, proactively advocating for solutions and managing the customer escalation process

### Skills and Experience

- Bachelor's Degree and/or equivalent experience; with a minimum of 10 years' experience designing and/or developing customer experience
- Proven experience and track record of developing and scaling CX operations
- Superior communication, leadership, and presentation skills
- Ability to interpret and leverage data insights to constantly enhance customer experience
- Ability to influence key stakeholders and build consensus
- Ability to develop strong working relationships within the team and at all levels
- Ability to develop, train, and build a high-performing CX team that efficiently aligns with the customer experience strategy
- Excellent written and oral communication skills
- Ability to make decisions and problem solve while under pressure
- Experience with CRM, ERP, and Salesforce systems