



STEVEN WALDEN

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"Steven is a CX exec I've known for a long while - whose work I've known even longer - and is a strong voice in the CX space in EMEA. I'm delighted to report that he is well beyond the cookie-cutter viewpoints we typically see and has the experience level to back up the depth of his work. His angle has been from both consulting and leadership positions."

Luke Williams, Head of CX Strategy, Qualtrics

Profile

- **All Round CX Subject Matter Expert:** Strategist, CX Designer, Consultant, Researcher, Trainer, Speaker, Author. Over 20-years I have project managed 100+ CX engagements with leading brands, helping design their Strategy, Voice of Customer/ Employee, CX-UX interface, Journey Mapping, Innovation, COE, CX Business Development, Sales and Training programmes
- **Voice of Customer and Consulting expert:** Uniquely combining market research & consulting I have been cited by Forrester for emotion metrics and project management. I have full qual and quant skills set in an advisory context
- **CX Analyst:** writing article/ blogs (see www.allaboutexperience.co.uk) and nurturing a network of CX pros

My Value to you:

1. **Creating CX strategies and best practice insight processes**
2. **Bringing diverse teams together to generate business value around a customer centric, co-creative approach**
3. **Helping your brand stand out in a crowded marketplace through subject matter expertise, influence and training**

Skills

CX Insights

- Senior stakeholder engagement and presentations
- Full lifecycle project management of qualitative and quantitative research e.g., agency management, field work, analysis, reporting
- Responsibility for sales, business development
- Data analysis: driver analytics, SPSS, Projectives, MVA, quali-quant
- Formulation of strategic advice and next steps guidance
- VoC / VoE roll-out (Brandwatch, SenseMaker, IBM Presidion analytics, Emotional Signature and UX studies with Ipsos-Mori)
- Led NPS and CX insights training for global sales
- Development of unique emotion research IP (cited by Forrester)
- Winner of UK CX awards- Insights for Avios
- Analyst style e-books/ papers and video
- Expertise in emotion, narrative (complexity), co-creation metrics

CX Consulting and Training

- 20 years' in consultancy advising on market strategy
- Subject Matter Expert in Customer Experience
- Project management and delivery of projects – within timing and budgetary restraints, ensuring profitability
- CX strategy and programme design for leading brands
- C-level interviewing and presentations
- Speaker – delivery of keynotes – and author
- Award winning project for Maersk (cited by Forrester)
- Training in CX; Journey Mapping and mapping software
- Influence through connections, analyst writing and videos
- CX Designer: interfacing with Marketing, Brand and Agile teams; turning insights and innovations into actions
- Responsibility for sales, business development

Education

Kingston Business School (2003 – 2004) - MA Strategic Marketing Management

Thames Valley University (1993-1994) - Marketing Diploma (Chartered Institute of Marketing)

Exeter University (1987-1990) - BA Economics and Geography

Professional Qualifications

- NALP Paralegal (National Association of Paralegal Practitioners)
- Market Research Society
- NPS Certification (Satmetrix)
- Cynefin (Cognitive Edge)
- CX Certification (Cranfield School of Management)
- Journey Mapping (Strativity Trainer)
- Agile PM Practitioner (DSDM)
- Scrum Master Certification

Employment

Motor Insurers Bureau

September 2019 to present

Customer Experience Designer (on contract)

A high-profile **digital** transformation programme with the Ministry of Justice. The new claims portal will reduce fraud by £1 billion and process 400,000 claims p.a. My role is to act as the CX interface between brand operations and Agile software teams (Pega and Okta).

- Managing CX research (Ipsos-MORI): usability testing, preference testing (brand), focus groups and in-depth-interviews
- Turning insights into user stories and epics with BAs and POs
- Managing triage programme with technology, operations, marketing and brand communications
- Supporting UX writing and Journey Mapping production with an interface into process mapping teams

Strativity Group (Lieberman Research Worldwide)

January 2018 to September 2019

Director, Customer Experience (on contract)

- Set-up Strativity EMEA Customer Experience practice in close association with LRW Tonic and US organisation
- Led all marketing and telemarketing campaigns
- Set up nurturing programme for C-Level engagement
- Built a \$1 million pipeline from a standing start with sales of CX Journey Mapping Software, Training and Strategy consulting

Projects: designed and directed all delivery (e.g., Npower, St Gobain, Zen Internet)

- ✓ **Strategy consulting:** advising Exco and steerco on CX operating model and prioritized list of actions (innovation funnel)
- ✓ **Qualitative:** journey mapping training and delivery, prioritization workshops, CX assessment, co-creation, IDI, Focus Group
- ✓ **Quantitative:** journey management analytics (touchpoint dashboard), voice of customer analysis
- ✓ **Reporting:** empirically grounded strategy reports using assessment approach; design of training strategy
- ✓ **Training:** Journey Mapping software, CX Training, White papers

TTEC Digital

February 2016 to January 2018

Director, Customer Experience

- Designed an integrated sales approach to targeting the embedded base
- Set up nurturing with sales teams and through thought leadership programme for C-level engagement
- Delivery of Sales (+£400K p.a.) including negotiation and proposal writing

Projects: designed and directed all delivery (e.g., Tarmac, Gemalto)

- ✓ **Strategy consulting:** advising Exco and steerco on CX operating model and prioritized list of actions (CX roadmap)
- ✓ **Qualitative:** ethnography, journey mapping workshops, prioritization workshops, CX assessment, co-creation, IDI, Focus Group, Design
- ✓ **Quantitative:** IAT, voice of customer and voice of employee surveys, driver analytics
- ✓ **Reporting:** design of target operating model and prioritization of actions, CX strategy, research and journey mapping
- ✓ **Training:** delivered CX and NPS training for sales teams

Ericsson

September 2013 to February 2016

Director, Customer Experience Insights

- Set-up Ericsson MS *Experience Management Centre* bringing best practice techniques together as an integrated sale

Projects: designed and directed all delivery

- ✓ **Consultative Selling:** Developed joint business planning reports and toolkit for consultative selling as well as analyst support
- ✓ **Qualitative:** journey mapping workshops, prioritization workshops, CX assessment, co-creation workshops, IDI, Focus Group
- ✓ **Quantitative:** surveys and platform roll-out - SenseMaker; IBM Presidion (Churn Analytics); Brandwatch (Social CRM); Big Data (SOC:).
- ✓ **Reporting:** CX documentation; integrated CX metrics into engineering reports e.g., NPS, Social Media feedback to customer care.
- ✓ **Training:** CX, Social Media analytics, Joint Business Planning and NPS training for sales teams.

Beyond Philosophy (leading CX agency)

April 2005 to August 2013 (8 years+)

Head of Research and Consulting

- Set-up insights practice which delivered a third of revenue p.a. with Emotional Signature® (+30 clients)
- Directed thought leadership practice including Global CEM survey, book research, articles, webinars and blogs.
- Forrester cited work for Maersk and designed award-winning Avios project (Won UK CX Awards 2013 - insights)
- Full experience of the sales lifecycle up to and over £500,000; sales for the first half of 2011/2012 were £380K
- Managed a team of consultants and agencies
- Directed 60+ CX engagements: strategy design, metric development; Journey Mapping; training and culture

Projects: designed and directed all delivery (e.g., Avios, Baloise, Maersk, Pfizer, Amex, Stena Line)

- ✓ **Strategy consulting:** advising Exco and steerco on CX operating model and prioritized list of actions (innovation funnel)
- ✓ **Qualitative:** ethnography, IDI, Focus Group moderation, Journey Mapping workshops, Co-Creation workshops, prioritization, Agile PM, customer community creation, innovation lab set-up, culture design and governance
- ✓ **Quantitative:** field management, management of field agencies, PLS regression modelling, SPSS (MVA), EFA, Factor-Cluster analysis, Max Diff, emotion analytics, predictive analytics, Service Design, Touchpoint analytics and KPI formulation
- ✓ **Reporting:** strategy reports, executive dashboard, KPI formulation, journey metrics scorecard
- ✓ **Research IP:** Created emotional measurement IP (Emotional Signature®) cited by Forrester - delivered £6 million in 7 years
- ✓ **Training:** Journey Mapping and training materials for CX certification (online and face to face)

Allegra Strategies

March 2004 – April 2005

Senior Consultant

- Specialising in retail analyst reports and field surveys
- Conducting qual and quant research

Gartner Consulting

August 2000 – February 2004

Consultant

- Specialising in software and Telecoms.
- Project Managed over 50 engagements
- Conducting qual and quant research
- Marketplace and due diligence reporting

Royal Mail Consulting

February 1999 – August 2000

Analyst

- Reports on global postal organisations and for digital start-up business

Omega Partners

August 1996 – February 1999

Consultant

- Specialising in Telecoms and Utilities Managed over 30 marketplace consulting projects and qual and quant research

Thomas Cook Group

September 1993 – January 1996

Marketing Executive

- Worked in direct mail, independent travel and Foreign Exchange

CX Projects and Book

