**STEVEN WALDEN**

*Milton Keynes*

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*Portfolio and videos at: www.allaboutexperience.co.uk*

Professional profile

15 year’s in Customer Experience Management. My roles include senior CX positions agency, vendor and client-side advising on CX strategy, voice of the customer programmes and managing CX operations.

Career summary

09/2019 to Current **MOTOR INSURERS BUREAU,** Milton Keynes

**Customer Experience Manager** (contract)

Led CX in a high profile digital transformation designed to manage 20% of UK personal injury claims

* Led the CX and customer journey management agenda to increase satisfaction metrics
* Triaged UX and CX insights with cross-functional teams from Marcoms, Operations and Agile (IT)
* Identified costs and improvements in key customer journeys
* Designed the CX Target operating Model integrating actionable insights with Agile governance
* Commissioned and delivered customer research to aid customer journey design
* Built a customer centric culture through colleague and stakeholder engagement and CX training
* Introduced customer personas and acted as CX subject matter expert

01/2018 to 08/2019 **STRATIVITY GROUP,** London

 **EMEA Customer Experience Lead** (contract)

Established a leading CX agency (part of Liebermann Research) in EMEA and delivered all projects

* Led all business development activities in EMEA
* Won £200K revenue (year 1) from standing start with Zen Internet, Npower, St Gobain
* Established journey mapping software sales pipeline
* Delivered all CX strategy, design, journey management, insights and training projects

01/2016 to 01/2018  **TTEC DIGITAL,** London

 **Director of Customer Experience**

Established a leading CX vendor in EMEA and delivered all projects

* Designed and directed all UK CX delivery (Tarmac, Gemalto, FordPass)
* Sold £500K worth of consulting per annum with employee experience sales teams
* Trained sales teams in customer experience and NPS
* Set-up thought leadership brand assets with marketing
* Managed a small team of direct reports and suppliers

09/2013 to 02/2016 **ERICSSON,** Guildford

 **Director of Customer Experience**

CX Subject Matter Expert in Managed Services team targeting CX growth opportunities globally

* Developed CX as a Value-Added-Service (VAS) within MS Tech platform sale
* Designed CX proof-of-concepts showing NPS uplift and churn reduction from MS Tech platform
* Developed CX Maturity App and assessment in support of consultative selling via global sales teams
* Trained global sales teams in NPS and CX
* Developed POC with SALT using social media feed as operational data for field engineering
* Input social media and narrative dashboards into MS operations centre to engage engineers in CX
* Directed first ever NPS analysis using SenseMaker (complexity science approach)
* Produced analyst style videos and thought leadership material to use as collateral in sales

04/2005 to 08/2013 **Beyond Philosophy,** Dunstable

 **Head of Customer Experience Insights and Consulting**

Developed the insights function, new services and delivered strategy consulting and VoC programmes globally

* Set up insights practice which delivered one-third of revenue (+30 clients, £6 million)
* Directed 80+ CX strategy, VoC, Journey Management, training and culture engagements
* Delivered sales of over £500K per annum
* Delivered brand assets and thought leadership
* Led award winning Avios project (Winner UK CX Awards, 2013 – insights)
* Cited by Forrester for my metric design (emotional signature) and project directorship (Maersk)
* Managed a team fo 4 direct reports and field survey and sales team of 10

**OTHER EXPERIENCE**

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| Allegra Strategies*, Senior Consultant* 2004-2005 | Omega Partners, *Consultant* 1996-1999 |
| Gartner Consulting, *Consultant* 2000-2004 | Thomas Cook, *Marketing Executive* 1993-1996 |
| Royal Mail Consulting, *Analyst* 1999-2000 | MORI Research, *Researcher* 1993 |

Skills

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| Full Quantitative and Qualitative Research | Author, speaker and writer on CX |
| 20 years consulting experience | Certified Paralegal (A.NALP) |
| Subject matter expert in customer experience | Certified in Agile (practitioner), NPS and Cynefin |

Education & qualifications

MA in Strategic Marketing Management, *Kingston University* 2004

CIM Diploma in Marketing, *Thames Valley University*  1992

BA in Economics and Geography, *Exeter University* 1990

11 O Levels and 3 A Levels, *Merchant Taylors, Glasgow Academy* 1986