

Customer Experience Strategist

Heart of the Customer (HoC) is a globally-recognized customer experience company. Our team comprises curious members who set the standard for customer experience programs that show business value. We respectfully challenge each other to refine our thinking. Your role will be to ensure that we continue to set the bar high by leading the engagement with our clients to understand their business problems and solve them through applying customer experience research and best practices.

Our growth leads us to expand our team, looking for a CX Strategist who owns the relationship with clients, working with our direct clients and their executives to fully understand their business and their CX strategy. Our research shows that most customer experience programs cannot show business value. Your role will be to ensure our clients' executives will never say that.

You will be the face of HoC for these clients. As such, you will need to challenge executives and be able to draw a direct line from their customer experience to their business outcomes. You will also work to uncover problems that HoC can help solve.

This role is primarily a business consulting role, although account management is critical to your success. You won't do outbound selling via cold calls, but you will accompany sales leaders on opportunity calls, especially as they become closer to potential clients. You will also work with your clients to discover how HoC can solve more of their problems. You will also meet with interested prospects to design programs to solve their needs.

This role requires the ability to work independently, primarily working from home, although there will be occasional meetings in our North Minneapolis HQ. While Minnesota candidates are preferred, this isn't a requirement.

Outcomes

This role is designed to create the following outcomes:

- Grow your portfolio by finding more problems to solve at our clients
- Solve clients' customer experience-related business problems
- Lead engagements to create impact
- Create advocates who come to HoC first with their problems

In addition, this role should embrace and further our company's values:

- **We drive business impact.** We focus on the results you seek, the customers you serve, and the transformation that brings ongoing success.
- **We are fierce advocates.** We champion our clients, our community, and each other.
- **We seek, and find, the truth.** We create and refine best practices to deliver fresh perspectives, keen customer insights, and meaningful and measurable value.
- **We are nimble collaborators.** We foster partnerships and teamwork rooted in mutual respect, common goals, and strategies that work.
- **We love what we do.** Our contagious enthusiasm creates enjoyable engagements, long-term relationships, and energized workspaces.

Key Responsibilities

This role is responsible for the following actions:

- Design and lead customer experience research and consulting projects with clients
- Engage with client executives to understand their business challenges and opportunities
- Create proposals that address these business challenges
- Interview business users to uncover sources of customer experience data
- Lead reporting, offering relevant recommendations to our clients to help them drive action to improve their customers' experiences
- Provide a valuable point of view and consultative guidance to internal team members
- Ability to think strategically and encourage strategic dialogue

Evaluation

When reviewing this role, the team will use the following criteria:

- Deep analysis that targets business outcomes rather than improved survey scores
- Net Revenue Retention – clients *want* to continue working with HoC
- Portfolio growth
- Client engagement survey outcomes

Skills

- Ability to engage with client executives and challenge their thinking
- Advanced ability to design and lead customer experience programs.
- Strong critical thinking and analytical abilities
- Excellent communicator and presenter
- Desire to work in a team-based environment
- Confident and comfortable in articulating a point of view
- Develop and deliver sales presentations

Details

- Candidates must be in the U.S. and authorized to work.
- CCXP strongly preferred.
- College bachelor's degree required.
- This is a full-time employee role.
- This role primarily works remotely but must be available for occasional in-person meetings in Minneapolis. Twin Cities candidates are preferred.
- We offer a 4% 401(k) match, health insurance, a luxurious vacation package, and fourteen holidays annually.
- We provide \$2,000 a year in training – we want to make sure you continue to learn!

Apply/Contact

- To apply, please submit resume to Nicole Hall at NicoleH@heartofthecustomer.com. The research is clear that interviews are not a predictive way to hire, so top candidates will be invited to complete a writing/PowerPoint activity to showcase your skills.