

Position Specification

Confidential

Director, Customer Experience (CX)

The Company

Our client is the largest provider of intercity transportation in North America, reaching more than 3,800 destinations and carrying about 18 million passengers per year. It mainly serves routes in the US but also carries passengers traveling to and from Canada and Mexico and was founded in 1914.

The Position

Location

Dallas, Texas

Position Summary

This newly created role will be responsible for overseeing day-to-day activities of the Customer Experience function. The successful candidate will be experienced in hospitality / travel industry, is metrics driven and has a proven track record of managing large teams into transforming Customer Experience. This role will emphasize the creation and deployment of customer experience strategies, policies and best practices so that all employees or representatives who interact with customers operate consistently and with the highest quality. The Director of Customer Experience will work to maintain a culture of superior customer service, as well as overall team performance. Ideal candidates will possess a high level of empathy and self-motivation, deep knowledge of the operating model, and a team oriented attitude. The organization attracts high performers with an ability to engage at all levels of the company.

Reporting Relationship

This role reports directly to the Chief Operating Officer and will manage a total team of 500 – 1,000, directly or through subordinates.

Key Responsibilities

- Work closely with Commercial Development and Operations teams to collaboratively develop and implement the Customer Experience (CX) vision. Serve as a key player in setting the strategy, managing the CX group and delivering annual NPS growth.
- Responsible for day to day operation of the CX organization including mentoring Regional CX managers and their groups and building and maintaining a motivated CX group at corporate.
- Assist the Business Transformation group in implementing solutions that address key customer pain points.
- Own the change management model that will be followed across the company to roll out major changes to the field organization.

- Exposure to the senior leadership team via periodic status updates and collaborative workshops.
- Accountable for driving results, defining outcomes, and ensuring that the strategy is executed successfully to change business outcomes.
- Synthesize complex strategic problems into clear, actionable plans and ensure execution for success. Execute exceptional business standards and passenger experience.
- Work with senior leaders to help uncover and address strategic business opportunities.
- Fill key positions in the CX organization, establishing functions performed by the staff at terminal locations.
- Determine the best process to resolve a given customer pain point. Assess potential vendor partners to complete a given project.
- Projected revenue growth from executed initiatives: \$2-3M / year. Estimated cost budget is \$50M.

Travel

25-50% business travel.

The Candidate

Education

A bachelor's degree is required for this role, preferably in finance or business. An advanced degree would be a plus.

Professional Qualifications

- At least five years of experience in operational Improvements, change management, and managing a geographically dispersed customer experience organization across multiple locations. Possesses project management skills.
- Experience in the retail / hospitality / travel industries with companies who have rejuvenated their image in the market and have a reputation of providing an exceptional customer experience.
- Experience influencing change in both company-owned and franchise locations.
- Possess a thorough understanding of NPS and drivers behind NPS, as well as experience improving an organization's NPS scores.
- Accustomed to a metrics driven role and has a proven track record of managing large teams into transforming Customer Experience.
- Adept at creative thinking and developing innovative solutions for day to day problems facing customers. Possess the ability to influence and motivate a multi layered organization.
- Quality orientation and attention to detail with high energy "whatever it takes" attitude.
- Proven ability to lead and develop team.
- Ability to maintain structure, results and morale in a changing environment.

Personal Characteristics

- Relationship builder; works well across functions and at all levels of an organization.
- Excellent problem-solving and analytical ability.
- Must have excellent verbal and written communication skills.

- Must have excellent interpersonal skills, and be emotionally mature.
- Be diplomatic, self-assured, and confident.

To learn more about this opportunity or provide a confidential referral, please contact:

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