

CLIENT SUCCESS DIRECTOR

Who we are

CGA are a leading customer experience consultancy with a global footprint, specialising in the use of brand and customer insight in the delivery of integrated, innovative and cost-effective customer propositions.

Our client base is broad and global; retail and consumer goods, transport, aviation, commercial property, travel and leisure, healthcare, and we help them to discover what kinds of experience their customers will value and what kind of 'journey' through their business will engage them in the most effective way. We use insight and our proprietary methodologies, HEARTBEAT® & HEARTBEAT® Pulse, to help shape culture change and drive customer engagement.

We have developed a unique set of processes that allow businesses to become more emotionally in tune with their customers, unlocking the potential to engage them in longer, more profitable relationships. We're passionate about delivering significant measurable results to our clients through the design and delivery of great customer experiences, as well as internal transformation programmes to ensure clients are capable and fit for purpose to deliver a compelling and sustainable proposition.

Our team of "Navigators" is what makes CGA's approach unique. We're not like traditional consultants. We're CX experts who have all held business management positions and know what it feels like to deliver a customer change programme. Each and every one of us is committed to the customer cause, focused on helping our clients deliver their customer experience management strategy. Our empathy is twofold. Crucially, it lies first with the customer – our expertise is to see everything through their eyes. Secondly, because we come from business and customer experience management backgrounds, we empathise with our clients and structure our guidance accordingly. Authentic, honest and refreshingly objective, we take the time to understand business priorities – listening and learning before recommending and acting.

The Opportunity

CGA are enjoying significant growth driven by our talented team and unique methodology, and we are looking to expand our pool of associate consultants in the role of Client Success Director, to support this growth and deliver on exciting opportunities already in the pipeline.

The role of the Client Success Director (CSD) is critical to CGA. The CSD ensures we deliver projects successfully for our clients and CGA and has two overarching responsibilities,

1. Ensuring the project is delivered on time, in full, as agreed in the project proposal
2. Bringing a CX practitioner viewpoint to the programme, offering advice on solutions, best practice guidance and expertise to the client

In leading the delivery of our client programmes of work, the key activities of a CSD are to

- Use their CX experience to share insight and knowledge with clients, i.e. best practice, measurement techniques, case studies, industry insight, previous project examples to help clients understand how to embed CX in their own businesses
- Advise the client on any of the following – research, measurement, communications, employee engagement, VOC, journey mapping, CX strategy, proposition and positioning development, coaching, training, experience design, delivery models etc.
- Use research, findings, insight and knowledge collected through the programme to compile a compelling change story to present to the client, highlighting key opportunities and current gaps
- Understand and align the programme with client's business goals and objectives
- Develop client action plans, opportunity mapping, recommendations and roadmap outputs for the client, as defined in the programme scope
- Design and facilitate client workshops as required and utilise appropriate subject matter expert skills and expertise as appropriate
- Deliver any other additional collateral as defined in the project scope
- Participate in client and customer research i.e. IDIs, focus groups, site visits
- Set and manage client expectations throughout the programme, so we deliver a project that meets or exceeds client expectations
- Work with the Project Manager to define the detailed scope of the project including activities, timelines, owners, risks and critical path
- Manage any risks to the project by liaising with the client over options and agreeing the best plan of action, updating project and resource planning if required
- Manage day-to-day relationships with clients and act as a liaison point between team members and client personnel
- Provide timely programme updates to all team members throughout the project
- Provide wider programme updates and any key learnings to wider CGA team

The CSD is a critical role within the CGA team. They are, ultimately, the face of the CGA brand to the client and therefore need to ensure they represent CGA, our brand and our values at all times.

CSDs are recruited on a consultant basis at an agreed day or project rate and will be expected to travel to client and CGA sites as needed to facilitate effective delivery of the client programme. If you are a freelance customer experience practitioner looking for an exciting consultancy to work with on critical client transformation programmes, please get in touch at info@cgaexperience.com.