

Improve the success and retention of your new leadership hires.



Recruitment Consultants and Executive Search Firm.

Connecting organisations with more diverse, impactful leaders that stay for longer and are more successful.

**Exceptional Leadership Matters**

01543 231070 **DOUGLAS JACKSON**

Operations, Customer Experience, Insight, Planning, Transformation

## **Sample Chief Customer Officer Job Description and pre go-to market considerations:**

### **What is the mission:**

What is the mission of the Chief Customer Officer - for example: To revolutionise the way we engage with customers by creating a seamless, intuitive, and delightful experience that transcends expectations and drives sustainable growth.

### **What is the Impact:**

What Impact do you want your Chief Customer Officer to have - for example: It is important to look to the future and consider in 12 months, three years, five years, what will this role have delivered., what does the future look like for your business with this role in it.

### **What are the present challenges:**

### **What are the present opportunities:**

### **What are the outcomes you expect from this role.**

90 days, 6 months, 12 months, 3 years, 5 years.

### **Who will this role work with and who will they need to influence.**

### **What does this role require in terms of both the soft and hard skills.**

### **Based on what you think you want, what else do you think you can consider.**

### **What is in it for them.**

Once you have defined what is important for you, it's time to have a think about what's in it for the newly appointed Chief Customer Officer, to make your CXO role an attractive proposition and secure the very best talent and future CCO that will deliver the results and capitalise on your CX strategy.

### **What is the process – who will be involved and how many stages/what is the timeline.**

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## Sample Chief Customer Officer Job Description

**Introduction:** Start with the mission, the impact, and the opportunities.

**The purpose:** Tell them a little bit about the business, what is it that makes you special and what journey are you on, where are you in that journey. What is your purpose.

**The outcomes:** Time to let your prospective talent know what you will be hoping for and what they will be expected to deliver.

**The team:** Who will this role lead, support and who will they report too and work alongside.

**Responsibilities:** What will you be responsible for and what is the mandate.

It is important to understand the specifics of these roles as words like customer experience, customer service and customer success, mean quite different things, yet many who wish to apply will consider themselves suitable for all of the above.

The Chief Customer Officer appointment is pivotal in driving customer satisfaction, loyalty, and business growth through innovative strategies and exceptional service delivery.

### 1. Strategic Leadership:

- Develop and implement comprehensive strategies to enhance customer experience and satisfaction.
- Align company offerings with evolving customer needs and expectations, ensuring consistent, easy experiences.

### 2. Customer Advocacy:

- Serve as the voice of the customer within the organisation, advocating for their needs and perspectives at all levels.

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- Foster a customer-centric culture, inspiring all departments to prioritise the customer experience across and within their operations.
- 3. **Data-Driven Decision Making:**
  - Use customer data and analytics to identify trends, gaps, and opportunities for improvement.
  - Implement effective voice-of-the-customer programs to gather actionable insights and drive continuous enhancement of customer experiences.
- 4. **Cross-Functional Collaboration:**
  - Collaborate closely with other executives to integrate customer experience initiatives with overall business objectives.
  - Support frontline teams by providing the necessary tools, information, and motivation to deliver exceptional customer experiences.
- 5. **Innovation and Improvement:**
  - Curious and Inquisitive, exploring the opportunities created and adopted by our competitors and best in class business.
  - Assessing tools, technology, and AI to determine the best solutions and strategies for the future of our business, drive the development of innovative programs and services that elevate customer experiences and address pain points.
  - Stay ahead of industry trends and leverage emerging technologies to maintain a competitive edge.
- 6. **Accountability and Reporting:**
  - Establish and track key performance indicators (KPIs) related to customer satisfaction, retention, and growth.
  - Present regular updates to the board on the progress and ROI of customer experience initiatives.

### Requirements:

- Proven experience in a Senior/Board/ExCo customer-focused role, with a history of improving customer experiences, which deliver a tangible return on investment.
- Driving customer satisfaction, retention, and loyalty.
- Influencing, leadership and team coaching.
- Analytical and critical thinking skills.
- Communication and people skills.
- Strategic thinker with a customer-centric mindset.
- Ability to work effectively with cross-functional teams.

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### Other considerations:

- Experience with/established knowledge of GenAI, customer relationship management (CRM) tools and technologies.
- Emotional intelligence and expert empathy skills.
- Business development knowledge and experience in growing a business.
- IT knowledge and capability to understand new software capabilities and functions.

### Why Join Us:

What you can look forward too working in this pivotal role for

### What is next:

If this role looks like a good fit, we would love to hear from you, next steps, please contact us at with your CV and a single paragraph as to why you might be a good fit for this appointment.

We will be shortlisting by the X Date, with first interviews taking place w/c X Date, followed by a final stage and presentation aiming for w/c X Date with appointments then subject to notice period and onboarding.

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