



Position Title: Chief Experience Officer

Department:

Location:

Status:

Salary Range: (optional)

[COMPANY NAME] is looking for a CXO to align our messaging and strategy across all platforms. The CXO will be responsible for all aspects of the customer journey, manage customer satisfaction rating (CSR), and develop a positive brand identity for [COMPANY NAME].

CXO Candidate Traits

- Experienced team leader and effective communicator.
- Strong attention to detail and experience extracting key insights from various data sources.
- A big-picture thinker who understands how different pieces of the customer experience work together during the customer journey.

CXO Job Function

- Create data-driven customer journey maps that show customer's different stages.
- Build an internal understanding of the customer journey and life cycle.
- Oversee a team of designers, developers, and researchers to transform and improve UX for customer-facing platforms.
- Develop and launch marketing campaigns across multiple channels (centered around the companies' unique value proposition) that helps improve customer loyalty, satisfaction, and brand image.
- Measure acquisition, retention, and overall customer sentiment.
- Analyze data to determine trends and customer needs.
- Continuously implement new initiatives that respond to customer needs and improve overall CX.

CXO Main Objectives

- Develop an understanding of customers throughout their life cycle.
- Implement campaigns that increase customer loyalty, satisfaction, and retention.
- Advocate for the customer perspective and ensure it's considered in all topics and projects.
- Measure all facets of the customer experience to determine effectiveness.