**STEVEN WALDEN**

Milton Keynes, **Portfolio**: [www.allaboutexperience.co,uk](http://www.allaboutexperience.co,uk)

Tel: 07956 261109Email**:** [stswalden@aol.com](mailto:stswalden@aol.com)

Senior CX manager; senior CX consultant, CX trainer, analyst, senior research manager, and author/ SME. My projects and IP (emotion metrics) are cited by Forrester and helped win the UK CX Awards (insights and culture) for Avios.

* **18 years** **CX** **industry** – CX Manager (5 years) , CX consultancy, analyst,and research (13 years)
* **8.5 years multi-industry** – analyst & consultancy

*Contracting for 5 years, I am equally interested in permanent roles. My focus is* ***clientside****.*

**Experience Director, Europe (*contract*), CXPILOTS**

*Full-service client experience management consultancy*

JANUARY 2023 -

**ROLE: Supporting CEO in EMEA expansion: elevating the brand via writing IP and client education packs**

* Analyst: writing analyst papers on Customer Experience Management for CX Directors

**Customer Experience Manager (*contract covering maternity leave*), ENTAIN GROUP**

APRIL 2022 – JANUARY 2023

**ROLE: Supported Global Head of CX Journey and insights in Medallia (VoC) implementation and Topic tree**

* Project-manager for Medallia operational roll-out with CX and customer operations (inner-loop):
  + Medallia VOC dashboard: business support for team - user testing and agile development of user roles
  + Topic Tree: business support for team - accuracy & user testing/ design workshops/ brand hierarchy design
  + Topic Tree: self-designed emotion topics to improve NSS and Red Words
  + Agile team facilitation: 20 from ops and CX [inc. workshop facilitation and support for global teams (66)]
  + NPS Regression Modelling: self-delivered PLS regression, and narrative insights assessment

**Senior CX Consultant (*contract*), REPLY GROUP**

JUNE 2021 – APRIL 2022

**ROLE: Matured customer journey mapping service as an analyst/ SME and provided CX advice**

* Senior consultant: delivering journey mapping for Whitbread, Premier Inn
* Analyst: for White Paper and Methodology: 8 stages of Customer Journey Mapping

**Customer Experience Manager (*contract*), MOTOR INSURERS’ BUREAU**

SEPTEMBER 2019 – JUNE 2021

**ROLE: Led CX management for MoJ project Official Injury Claim; managing 20% of personal injury claims**

* Project-manager within agile build programme (with Pega/ Deloitte) for:
  + CX, NPS, and journey mapping workstreams (inc. persona design, EX journey mapping)
  + Employee Experience training document design (Huddle documents for CX)
  + UX / CX research and preference testing with Ipsos-Mori
  + inclusivity research with Open Inclusion
  + Triaging insights to improve CSAT/NPS with UX build team and prioritisation workshops
* Comms and UX writer: UX writing and Guide comms across digital journeys interfacing with MoJ lawyers

**Senior CX Consultant (*contract*), STRATIVITY (LIEBERMAN RESEARCH WORLDWIDE)**

JANUARY 2018 – AUGUST 2019

**ROLE: Helped establish a leading CX consultancy in EMEA part of LRW**

* Senior consultant: delivering consulting and research projects e.g., Zen Internet, Saint Gobain, Npower
* Journey Mapping trainer: using Touchpoint Dashboard software

**Senior CX Consultant, TTEC DIGITAL**

JANUARY 2016 – JANUARY 2018

**ROLE: Project managed EMEA CX consulting and research projects**

* Senior consultant: delivering consulting and research projects e.g. Tarmac
* Business development: sold £200K worth of CX consulting (Yr1) with the sales team
* Analyst: set up brand assets with marketing

**Customer Experience Manager, ERICSSON**

SEPTEMBER 2013 – JANUARY 2016

**ROLE: CX manager supporting global MS sales and advisory**

* Project-manager (Research and documentation) for product portfolio:
  + Narrative research (facilitating IBM Presidion) to show predictive churn from contact centre wrap notes
  + Social media: SALT socal data POC; field engineering/ multioperator using platform (Brandwatch)
  + POC NPS: assessment using narrative platform (SenseMaker) showing MS improvements in CX
* Project-manager (employee experience) for
  + Design and delivery of CX assessment to support consultative sales approach
  + CX/NPS Trainer: provided training and sales collateral to global sales teams

**Head of CX Research and Consulting, BEYOND PHILOSOPHY**

*Full-service customer experience strategy consultancy and market research agency*

APRIL 2005 – AUGUST 2013

**ROLE: Set up research methods, directed consulting projects, delivered analyst papers and speeches**

* Head of research and consulting
  + Directed and designed 50+ CX consulting and research projects
  + Designed CX Balanced Scorecard and Charter with Baloise Insurance, Turkcell, Avios, Maersk, AMEX
  + Designed and delivered CX training
  + Managed 4 consulting reports and field survey suppliers
  + Managed all Quantitative and Qualitative research inc. using Journey Mapping
  + Designed Emotional Signature©: emotion metrics approach using PLS regression and Max Diff
  + Writing analyst papers, books

**OTHER EXPERIENCE**

**ROLE: Consultant, analyst, and research background working client and agency side**

|  |  |
| --- | --- |
| **Allegra***,* Senior Consultant & Research Manager  *Full-service market research agency*  2004- 2005 | **Omega Partners,** Consultant  *Boutique marketplace strategy house*  1996- 1999 |
| **Gartner Consulting**, Consultant,  2000-2004 | **Thomas Cook**, Marketing Executive (contract)  1993-1996 |
| **Royal Mail Consulting**, Analyst  1999-2000 | **MORI Research**, Researcher (contract)  1993 |

**EDUCATION AND QUALIFICATIONS**

|  |  |
| --- | --- |
| **MA Strategic Marketing Management**  **KINGSTON UNIVERSITY** (2003-2004)  Graduated with Merit | * Certified in Net Promoter Score (Satmetrix) * Diploma in Marketing (CIM) (1992) * Certified UX Writer (UX Writers Collective) * Certified Agile Practitioner * Cynefin Framework * Paralegal (N.ALP) * Diploma in Law and Practice (CILEX) |
| **BA Economics and Geography**  **EXETER UNIVERSITY** (1987-1990) |
| **11 O’levels and 3 A Levels** |