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## Product Owner Customer Integration

BRUSSELS

### External Description

# PRODUCT OWNER CUSTOMER INTEGRATION

## Goal

bpost is always on the move. We create an environment for our people with challenging projects, inspiring collaborations and the latest technologies, with interesting job opportunities and training programs for every employee.

## Mission

Provide the best possible "user experience" to the B2B and B2C customers who use or want to use our products and services, to ensure the highest possible customer acquisition and customer retention.

## About the job

Your main duties will include:

- Set the vision and turn the customer's 'user experience' requirements into objectives
  - o Define and develop the Squad Use strategy and customer "user experience" requirements based on the information shared by the customer and/or determined by the market.
  - o Ensure that the definition of the acceptance criteria is consistent with the "user experience" requirements to be developed
  - o Ensuring that this vision is always appropriate for all parties involved (the customer, the CST Lead, the other Product Owners involved, etc.).
- Coach the members of the Squad

- o Coach a multidisciplinary team (Squad) (in a functional way) (e.g. Solution Manager, Service Manager Onboarding, Data Product Expert, UX/UI Designer, etc.).
  - o Identify the skills needed to form a high-performing multidisciplinary team capable of delivering the "user experience" requirements required by the customer and/or defined by the market and share these with the CST Lead and COE Leads.
  - o Provide feedback to the Chapter lead on the performance of the members of his Squad for the purpose of their evaluation.
- Understand customer and market needs.
  - o Collaborate and consult with customers (small to medium (complexity)) to identify their needs, expectations and any issues they may encounter in their user experience (e.g. app, website, platform shipping manager light, etc.).
  - o Through research, surveys or other techniques compare and track improvements to evolve the user experience
  - o Reflect the needs of the customer in the Squad
- Identify required competencies
- Define the Minimum Viable Product (MVP).
  - o Identify the Minimum Viable Product (MVP) and the functionalities corresponding to the MVP, taking into account customer needs and expectations as well as internal constraints related to available resources.
  - o Prioritize the order in which functionalities are processed based on commercial value and customer needs
- Define and manage the backlog of functionalities.
  - o Define the backlog of functionalities to be developed.
  - o Prioritize the order in which functionalities are processed based on commercial value and customer needs
  - o Create user stories, plan iterations, monitor progress and modify, validate and test the functionalities
  - o Regularly through interaction and communication with the customers keep them informed of the progress of the functionalities being developed and take into account the various comments when prioritizing the backlog.
- Assist the B2B customer.
  - o Support the customers during the integration process (onboarding), whether it is

starting a new customer or implementing an additional product/service for an existing customer.

- o Provide training on how to use the service, including creating training materials, organizing face-to-face or online training sessions, and providing ongoing support during the initial usage phase
- Measure, maintain and manage the user experience
  - o Establish key performance indicators (KPIs) to assess the efficiency of the user experience (e.g., conversion rate, user retention, overall satisfaction)
  - o Collect feedback from customers
  - o Use performance indicators to identify areas for improvement and adjust/expand user experience functionalities to meet changing customer(s) or market needs
  - o Optimize processes to reduce costs and maintain profitability.
  - o Anticipate and evaluate the reasons for waning user experience.

## Your profile

Required Skills and Qualifications:

- The role requires a strong experience (8+ years) in Customer Project Management.
- Communication and Collaboration: Exceptional interpersonal skills to effectively communicate with diverse teams, advocate for strategies, and align objectives across departments.
- Analytical Skills: Proficiency in analyzing segment-specific customer behaviors, preferences, and channel usage to inform channel strategies.
- Problem-Solving Abilities: Proactive approach to identifying and resolving issues related to strategy application within customer segments.
- Project Management: Ability to manage budget and prioritize tasks effectively, collaborating with multiple teams and stakeholders to achieve desired outcomes.
- Innovative mindset: Proven experience in developing new services or improving existing services.
- Language Skills: Proficiency in English, Dutch and French is essential, enabling effective communication with a diverse range of clients and stakeholders.
- Experience in agile working environments is a plus

## Why bpost ?

Like many other companies, we offer a nice benefits package in addition to the monthly salary, including meal vouchers, hospitalization insurance, group insurance, 20 days of leave and 7 extra days of statutory leave, a

thirteenth month, double holiday pay and many benefits with more than 100 bpost partners.

This is what really sets us apart:

Decisions are made here in Belgium. At the same time, you will be part of an International group, thanks to our many activities in Europe and Asia.

You will find yourself in a company in full change. Admittedly, this creates some complexity, but above all lots of challenges and innovative projects.

The atmosphere, the collegiality and the friendly bpost culture is unique. And we will prove it.

You can focus 100% on your job, with optimal support from all our internal services.

As an international provider of parcel logistics and e-commerce services, we create real connections between millions of people, businesses and communities. Our team of more than 36.000 employees is our greatest asset in this history. Through them, we continue to play a key role in our ever-changing society.