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## Expert Solutions Marketing

BRUSSELS

### External Description

## Customer Experience Expert

### Context

bpost is always on the move. As a leading postal operator in Belgium and an international provider of parcels and e-commerce logistics, we create real connections between millions of people, businesses and communities. Our team of employees is our greatest asset in this story. Thanks to them, we continue to play a key role in our rapidly changing society. We create an environment for our people with challenging projects, inspiring collaborations and the latest technologies, offering interesting job opportunities and training programs for every employee. Within this context, we are looking for a Customer Experience Manager to reinforce our dynamic and enthusiastic Solution team.

#### Your Mission

As a member of the Solution Team, you are the voice of the customers. You proactively increase customer satisfaction and loyalty through ensuring fluent customer interactions with bpost, in line with customer needs and managing the customer life cycle end to end.

You work closely with multiple teams, giving support in making strategic choices from a customer point of view, with the objective of realizing successful implementations by focusing on the customer's expected experience.

#### Tasks and responsibilities

As a Customer Experience Manager, you identify what customers expect when working with bpost, propose solutions, design an optimal customer journey, develop and market this optimized journey together with the right internal stakeholders.

Specifically, you will be responsible to:

Gain a continuous 360° view of your customers through internal and external (market) research and ensure that insights are being translated into continuous improvement tracks.

Create the customer experience roadmap in line with bpost strategy & customers' expectations, and drive its implementation;

Monitor customer satisfaction & performances to formulate recommendations on the adaptation of the customer journeys', features, and processes where needed;

Propose simplification actions related to the business processes and customer journey maps, with an innovative, data-driven and customer-centric mindset;

Build and maintain long-term relationships with both internal and external stakeholders.

### Your Profile

As a Customer Experience Manager, you have specific skills:

Empathy mapper - You think, breath and dream 'customer'. Genuinely passionate about delivering great customer experience, you can empathize and connect with them throughout every step of the customer journey;

Creative, yet analytical problem solver - You don't jump to conclusions, but start from assessing situations based on facts/data;

Design thinker - You apply Design Thinking to focus on the right CX problems to solve, in the most agile way;

Connector - You have strong interpersonal and relationship building skills and find energy in working together with people with different competences (product managers, developers, corporate lawyers, operations specialists, ...), profiles & levels.

### Other requirements:

You have a master's degree (or equivalent by experience) and min. 5 years of experience in customer experience program & customer journey mapping;

You use data, market studies and your analytical skills to transform insights into concrete actions and balance short term quick wins with a long-term vision ensuring a continuous improvement of the customer experience;

You have a strong understanding of (data driven) technologies;

You work autonomously in a transforming environment and have strong planning and organization skills;

You describe yourself as creative and flexible, dynamic, entrepreneurial, solution driven and results-oriented, always keeping your objective in mind. You are passionate to drive change and strive for brilliant execution;

### Why bpost?

Like many other companies, we offer, in addition to a monthly salary, a wide range of benefits, including meal vouchers, a company car, hospitalization insurance, group insurance, disability

insurance, 20 days' leave and 7 additional statutory leave days, an end-of-year bonus, double holiday pay and many benefits for more than 100 bpost partners.

This is where we really stand out:

You will have the opportunity to take part in a project of great social importance.

Decisions are taken here in Belgium. At the same time, you are part of an international story, thanks to our many activities in Europe, US and Asia.

You will find yourself in a company in a state of flux. Admittedly, this creates some complexity, but above all a lot of challenges and innovative projects.

The atmosphere, the collegiality and the friendly bpost culture is unique.

As an international service provider of parcel and e-commerce logistics, we create real connections between millions of people, businesses and communities. Our team of over 34,000 employees is our greatest asset in this story. Thanks to them, we continue to play a key role in our rapidly changing society.