



## VALUE PROPOSITION EXPERT

BRUSSELS

### External Description

#### 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 Marketing Team, you are the voice of the customers. You proactively increase the customer satisfaction & loyalty in a challenging logistic environment by ensuring fluent customer interactions with bpost and sustainable transversal processes delivering the product promise.

You closely collaborate with multiple teams, providing support in making strategic decisions from a customer-centric approach, with the objective to implement sustainable solutions by prioritizing the customer experience (both online and offline) and optimizing the transversal end-to-end process.

#### Tasks and responsibilities

As a Senior Customer Journey Manager, you create your Customer Experience Roadmap, in line with bpost strategy and drive its implementation. Your key tasks will be:

- **Customer Journey Mapping:** Analyzing and understanding the customer journey across various touchpoints, including physical locations, online platforms, and interactions with customer service representatives.
- **Identifying Pain Points:** Identifying pain points and areas for improvement in the customer journey, both in digital and physical interactions, through feedback analysis, customer surveys, and data analytics.
- **Process Optimization:** Collaborating with cross-functional teams to streamline (operational) processes to enhance the customer experience, ensuring smooth transitions between digital and human touchpoints.
- **Implementing Digital Solutions:** Working with technology teams to implement digital solutions that improve customer interactions, such as self-service portals, mobile apps, and online tracking systems.
- **Monitoring Performance:** Monitoring key performance indicators (KPIs) related to the customer journey, such as customer satisfaction scores, NPS, ... and taking corrective actions as needed.
- **Cross-Channel Integration:** Ensuring consistency and coherence across all customer touchpoints, integrating digital and physical channels seamlessly to provide a unified customer experience.
- **Stakeholder Communication:** Communicating with internal stakeholders, including senior management, marketing teams, and operations teams, to align strategies and initiatives with the overall customer

experience objectives.

- **Continuous Improvement:** Continuously analyzing customer feedback, market trends, and industry best practices to identify opportunities for innovation and improvement in the customer journey.

## Your Profile

As a Senior Customer Journey Manager, you have specific skills:

- Genuinely passionate about delivering the best customer experience ever, you can empathize and connect with customers throughout every step of the customer journey.
- You are a creative, yet analytical problem solver and start from assessing situations fact-based.
- You are a connector and good communicator. You have strong interpersonal skills and find energy in working together with people from various departments, levels & profiles (product managers, developers, corporate lawyers, operations specialists, ...).

and:

- You have a master's degree (or equivalent by experience) and min. 5 years of experience in a similar function.
- You use data, market studies and your analytical skill to transform insights into concrete actions, balancing 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) (digital) technologies.
- You work autonomously in a transforming environment and have strong planning and organization skills.
- You describe yourself as 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.