



## Customer Experience Strategy – Program Manager

### **A little bit about Diamond C:**

Founded in 1985, with headquarters in Mt. Pleasant, Texas, Diamond C Trailers is a family owned and operated business offering a robust lineup of innovative, feature-rich trailers, ranging from utility and car-hauler models to dump trailers and gooseneck models for heavy-duty equipment/machinery. Trailers are distributed throughout a vast network of approximately 200 Diamond C dealer partners, strategically placed across North America. Equally important as the products we sell are the values upon which we've built our business. The cornerstone of Diamond C is traditional family morals, including honesty, respect, humility, and integrity. We are a mission-driven company, and our Purpose is to fuel the growth and success of DC team members, our customers, and our community abroad.

### **About the Position:**

At Diamond C we believe in doing extraordinary work. What this means for us is we strive to differentiate our products and service from everybody else by building exceptionally high-quality trailers. Going the extra mile for our customers is what separates us from the crowd and makes us extraordinary! To help us continue to be extraordinary, we are looking to hire a strategy leader who will usher in a new era of disruption through state-of-the-art customer experience endeavors and technology innovations. We are relentless about progress and to emulate that, this leader will be working across the enterprise to build CX and omnichannel capabilities that bring feedback from our distribution partners and trailer users deeper into our decision-making processes and help build an insight-led customer-centric business model.

### **Essential Functions:**

- *Governance and Implementation:* Build and manage the development of best-in-class CX management practices to improve the consistency of customer-centric decision making based on Voice of Customer implementation (NPS) and dashboards that monitor metrics such as quality/ warranty etc. to measure customer impact
- *Practice human connection:* Enable cross-functional collaboration and visibility of the importance of CX program outcomes by way of creating a story board that all employees can relate to. Champion customer first mindset by increasing awareness and adoption of CX practices. Champion initiatives with both internal and external stakeholders.
- *Think Process Oriented:* Collaborate across all business units to identify the areas of opportunity to streamline technology and process. Ultimately deliver Extraordinary service and digitally connected access around the needs of the customer and drive towards the goal of being the easiest trailer manufacturer a customer can work with
- *Deliver results:* Design and deliver CX initiatives and omnichannel strategy based on design thinking, journey mapping, customer persona and sentiment, survey design, customer happiness index etc.

## **Required Skills:**

- Highly analytical problem-solving and strategic thinking skills
- Quantitative analysis skills with ability to develop and deliver a compelling story even with ambiguous information
- Demonstrated experience in executive presentations, story-telling and sound bites
- High energy self-starter with motivation, and ability to work independently, mobilize teams into action and manage multiple projects simultaneously
- Exceptional communication skills with the ability to tailor the communication to the audience and can influence internal and external decision-makers.
- Adept at managing ambiguity, complexity, and working well under stress
- High degree of comfort working with large data sets, data management tools and visualization technologies (Excel, PowerPoint, Tableau, Power BI etc.)

## **Education and Experience**

- Four-year college degree from an accredited institution with a minimum of five years of experience with increasing responsibilities in customer experience, data-driven marketing, CRM and systems, and digital engagement platforms. MBA preferred
- Minimum two years in building and managing CX programs (such as VOC, Omni Channel/Digital, CRM, CTI, chat bots etc.)
- Desirable, two years' experience in an analytics function
- Two years' experience in identifying, drafting, and tracking key performance indicators

*We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.*