



## CLAIRE KAVANAGH CUSTOMER EXPERIENCE

*Customer Experience is all about people. And I've always found that the people behind a company's processes and platforms are just as valuable as your actual customers.*

*For 15 years I've been hands-on helping companies understand and solve their business problems – creating experiences that bond customers, strengthen brands, and build business. Here's how:*

### RECOMMENDATION & LOYALTY



*Build a product that your customers will love, not just tolerate.*

*Customers who recommend your brand are more likely to stay and spend more.*

- I drove 50% acquisition through customer recommendation program
- Reduced cost per acquisition with a customer recruitment program that replaced affiliate marketing spend
- Developed giffgaff's Payback program to reward engagement and support, helping maintain a 60+ NPS

### CUSTOMER SERVICE



*Customers don't want to contact you, so by allowing them to self-help you can improve satisfaction and significantly reduce costs.*

- I halved customer care costs at TPO Mobile through creating platform and process efficiencies
- Set up customer care journeys at giffgaff, where 99% of care queries are answered via community or via self-help
- Set-up and ran US-based care team, including creating further efficiencies by integrating processes and platforms into the existing UK care team

### COMMUNITY



*Communities create an owned space where customers can get help and engage with your brand.*

- I supported Jimmy Wales (co-founder Wikipedia) to launch and run the TPO Community
- Set up giffgaff's community platform, developed community management policies, boards, ranks and the reward system
- Developed giffgaff's help & support community where they answered questions within an average 70 secs

### CRM & CAMPAIGN PLANNING



*Integrated communications approach across all touchpoints maximises digital spend, reduces customer contacts and builds memorable brand experiences.*

- I built giffgaff's fully automated multi-channel communications program using Adobe Campaign
- Built social recommendation campaigns based on engagement triggers
- Developed database requirements for giffgaff launch and subsequent in-house migration

### CUSTOMER EXPERIENCE TRANSFORMATION



*A better understanding of customer behaviours and expectations will help you focus on the things that matter and differentiate your brand.*

- Facilitated customer journey mapping workshops to develop and prioritise ideas
- Developed giffgaff's personalisation strategy to improve digital spend, SEO, customer self-help and retention
- Maximising insights, by running Persona workshops to put a face to the data and help organisations identify with different customer groups

### SKILLS & QUALIFICATIONS



*Software*

- Adobe campaign, Mailchimp, Zendesk, Rightnow, Lithium, plus basic HTML, SQL and database design skills

*Qualifications*

- Cornell University – Product and Service design (2014-2015)
- IDM – Introduction to service design (2013)
- Victoria University, Wellington – Bachelor of Commerce and Administration (Marketing, Management, HR, Information Systems); Bachelor of Tourism and Service Management (Sports and event management, Tourism)