

## Contact

[www.linkedin.com/in/corinnevoegeleer](https://www.linkedin.com/in/corinnevoegeleer) (LinkedIn)

## Top Skills

Résolution de problèmes  
Techniques de présentation  
Indicateurs clés de performance

## Languages

Dutch (Professional Working)  
French (Native or Bilingual)  
English; (Full Professional)

## Certifications

Animatrice certifiée en Journal  
Créatif ©  
Design Thinking Trainer and  
facilitator  
Fundamentals of Behavior design  
La pratique de la philosophie avec  
les enfants

# Corinne Vogeleer

Product owner at Proximus  
Brussels Region, Belgium

## Summary

Currently accountable for bringing innovative, frictionless value proposals & e-2e customer experiences enabling a differentiation in servicing to the Small Entreprise market putting the user upfront in the most balanced way to boost customer satisfaction , reduce customer effort & foster ambassadorship (NPS).Steering a multi-disciplinary squad of 8 people.

Previously :

Accountable for designing the Proximus Digital assistant (chatbot):

- Building and designing the vision on future enhancements of the Digital Assistant (chat and voice)

- Teaching empathy to a chatbot and raising of a digital child into a partner to both our clients and colleagues

- Design the personality, branding and TOV

- Design 'micro journeys' (use cases) to feed & scale up

Designing and orchestrating end to end services and product customer journeys in order to create customer engagement

Experienced Communication Specialist with a demonstrated history of working in the telecommunications industry. Skilled in Behavioral design, Customer journey mapping , Design thinking, Digital Marketing , Corporate Communications, Change Management .

Design Thinking coach and facilitator

-----  
Creative journaling facilitator , Ecole du Jet d'Encre since 2014

## Experience

Proximus

13 years 4 months

Product Owner Sales Efficiency & Fiber CX Onboarding | Get Battleground owner

November 2022 - Present (3 years 4 months)

Brussels Metropolitan Area

“Ensure first time right "fiber" installation” by ensuring proactive field order management, improving communication, optimizing methods & procedure’s for technicians and partners to lower customer effort, and reducing lead time from order till usage

#### SME Fiber Onboarding Product owner

March 2022 - Present (4 years)

Brussels

Improving and simplifying the onboarding experience for SME customers enabling them to take the most out of Fiber and enjoy an ultra-fast and stable Internet connection for all their business needs

#### Agile Product owner & Marketing manager focusing on Small Enterprises Servicing

February 2021 - March 2022 (1 year 2 months)

Brussels, Brussels Region, Belgium

#### Service designer Behavioral design Bot empathy trainer (PO) DT coach Journey mapping

July 2020 - February 2021 (8 months)

Brussels, Brussels Region, Belgium

#### Digital Journey Redesign Manager

October 2018 - July 2020 (1 year 10 months)

Brussels Area, Belgium

End-to-end Digital Journey (re)design : review of end-to-end process and user experience based on market & UX best practices, data analysis & in co-creation with consumers:

- Stepping in every customer interaction with us on our digital platforms (web and apps!) guardian of the consistency along the journey touch points,
- Mapping it out both front-end/customer facing & back-end/process wise, visualising as such the barriers & boosters for the customer.
- Analytics: collecting all available quantitative data (Adobe Analytics, Hotjar, etc.) to further complete the view, organizing user testing, to further complete your analysis with qualitative data and verbatims.
- Cocreation and implementation in a cross-departmental and agile “journey squad”, consisting of web development, UX, customer operations, digital sales, marketing & product management.
- Orchestrating the needed development for implementation.
- Measuring : Post-launch follow-up after journey landing, by analyzing journeys’ performance and proposing corrective actions where needed aiming at maximizing transformation & impact on customer NPS.

Overall accountable for the design of the Digital assistant (chat and voice) and the proposed solution.

- Design the personality, branding and TOV of the Digital assistant
- Build and maintain the DA Roadmap
- Design 'micro journeys' (use cases) to feed & scale up

Marketing specialist-Consumer Journeys & Experiences -CMS  
April 2017 - September 2018 (1 year 6 months)  
Brussels Area, Belgium

Marketing specialist , Servicing , CUD  
January 2016 - March 2017 (1 year 3 months)  
Brussels Area, Belgium

Lead on Happy House project offering to our customers a free visit at their home to optimize their experience with a new way of working , e-bill campaigns to boost e-bill adoption

Change Management Specialist  
September 2014 - December 2015 (1 year 4 months)  
Brussels Area, Belgium

Communication and change specialist for the Customer Centricity programme , Strategic Transformation programme: coordination of change adoption of the new brand attitudes, first draft towards building a learning organization , coordination of Customer centricity and Simplicity internal communication campaign, focus on sense of purpose

Sep 2014-August 2015 : HR and Change communication specialist:  
coordination of frontline Inception gathering adoption of frontline brand behaviours, Corporate values, Change for the Customer centricity programme

Coordination of Flex-Digital Work place project (NWOW)  
November 2012 - September 2014 (1 year 11 months)  
Brussels Area, Belgium

Coordination of Flex/Digital Work place project: change and cultural programme in order to instate a new way of working and promote the digital workplace: Homeworking, new collaborative tools( Lync, Sharepoint...), Flexdesk/Active office, Social Media...

Ecole du jet d'encre  
Animatrice Journal Créatif ®  
July 2014 - April 2015 (10 months)

## Granby, Canada

L'École le jet d'Ancre inc. a été fondée en 2004 pour répondre à la demande de formation sur la méthode du Journal Créatif®. Sa fondatrice, l'art-thérapeute et auteure Anne-Marie Jobin, enseigne et perfectionne cette méthode depuis 1998. L'École a pour mission de promouvoir et de développer cet outil de développement personnel simple et pratique, offrant des ateliers tous publics ainsi que des formations pour les professionnels qui souhaitent utiliser la méthode dans leur travail, et ce tant au Canada qu'en Europe.

La méthode du Journal Créatif® est une approche dynamique du journal intime fondée sur une combinaison des forces de l'art-thérapie et de différents outils de développement de la créativité. Combinant écriture, dessin et collage de façon originale et novatrice, elle comporte une multitude de techniques qui peuvent être utilisées de diverses façons, selon les envies et les objectifs de chacun. C'est un outil concret et flexible, facile à utiliser et accessible à tous. Voyez la page Journal Créatif pour tous les détails.

## Belgacom

7 years

Internal Communication Account Manager

2004 - 2011 (7 years)

Communication Specialist

July 2007 - November 2010 (3 years 5 months)

Brussels Area, Belgium

Responsibilities:

- Accompanying and advising internal customers ranging from middle management to Executive Top Management of several business units (mass market, entreprise, ICT) through end-to-end coordination of Communication programs in order to promote Proximus products & services and to ensure commitment and engagement of the employees.
- Copywriting/translating strategic and/or operational business communication messages to all employees.
- Organizing Internal Management events up to 1500 people (mainly top management strategic meetings)
- Editorial work/translations for internal newsletters/magazines

Main deliverables:

Direct management of highly sensitive communication projects on a wide variety of assignments such as market and business development, change management, process definition and improvement, diversity, innovation, ,process definition and improvement, financials results, cost control and operational excellence, women internal networking (WINC).

#### HR Director's Assistant

June 2004 - August 2007 (3 years 3 months)

#### JP Morgan/euroclear BAnk

Analyst, Investement funds

March 2001 - March 2003 (2 years 1 month)

Analyst, Investement funds (03/2001-03/2003) - Custody Division:

management and operational product development, client support for the follow-up of their transactions

#### Euroclear Bank

Junior Product manager

October 1999 - March 2001 (1 year 6 months)

Junior Product Manager (10/1999-03/2001) – Product Management Division (Collateral Services - Triparty Lending & Borrowing): active participation to the client relationship management, coordination of relations between product department and operations, Triparty project manager for contract transition from JP Morgan to Euroclear Bank.

---

## Education

Ecole du jet d'encre

certification, Creative Journal · (2013 - 2014)

Université catholique de Louvain

Licence, Law · (1993 - 1999)

Lycée de Berlaymont

· (1982 - 1993)

Ecole du jet d'encre

Ecole du jet d'encre