

RACHEL CAMPBELL

CUSTOMER EXPERIENCE MANAGER



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PROFILE

An innovative self starter with 4 years experience in Customer Experience, I am passionate about working in fast-paced startups where I am able to use creative thinking to solve complex problems. I love mapping user journeys, identifying pain points and drop out rates and coming up with solutions to improve user conversion and retention. I have a "Fail Fast, Learn Faster" attitude, and enjoy working in Test and Learn environments.

EDUCATION

UNIVERSITY

University of St Andrews (2010-2014)
BSc. Environmental Science (2:1)

HIGH SCHOOL

Scottish Highers (AAABB) (2008)
Scottish Adv. Highers (AB) (2009)
ATAR Equivalent - 83.90

EXPERIENCE

MYTUTOR | London, UK | Nov. 2016 - Sept. 2018 |

CUSTOMER EXPERIENCE MANAGER

MyTutor is a fast paced education/technology start-up company, which provides one-to-one tuition via an interactive online platform. I joined MyTutor to launch the Customer Experience function - managing all things customer for MyTutor and building an important bridge between the Operations team and the Product team. Within the first year, I had grown my team to two full-time employees, focusing on making improvements to the website and product, and ten part-time employees, focusing on Customer and Technical Support.

Key Results

- Improved Customer Lifetime Value by 185% (£70/Customer in 2016 to £200/Customer in 2018)
- Increased First Response Rate from 70% of support tickets responded to within 24 hours to 95% within 24 hours by automating responses.
- Decreased the amount of unsuccessful customer payments by 80%.

Key Activities

- Redesigning Payments - I led a project to redesign the whole payment system on the website. I did this by running workshops with customers to gather feedback, working with the UX designer to create a smooth, easy flow and with the Product team to fix the glitches in the back-end of the website. This led to the removal of "Blocked Payments" and reduced customer frustration.
- User Research - I regularly interviewed customers by phone gathering insight to feed into the customer product pipeline and make sure any changes we made were customer-driven.
- Customer Funnel Analysis - I developed a general Customer Journey Map to identify the 7 main steps to becoming a repeat customer with MyTutor. Using data, I then calculated the drop out rates for each area and identified strategies to reduce this rate at each point in the funnel.
- Managing the CX Team - I recruited, trained and managed my team, including managing rotas and payments for the part-time employees and weekly catch up meetings with the full-time employees.
- Customer Support Function - I launched a Live Chat product on to the website to reduce the amount of support tickets we were receiving. Additionally, I created Macros for all common issues so that we could automate more support and respond to our customers in a quick, helpful way.

EXPERIENCE (CONTINUED)

ATOS, NS&I ACCOUNT | London, UK | Sept. 2014 - Nov.2016 |

EMPLOYEE EXPERIENCE EXECUTIVE

I joined Atos shortly after graduating from University. I entered as the Graduate for a new team who had the objective to improve culture, increase employee engagement and drive human performance for one of Atos's largest clients, the National Savings & Investments bank.

Key Activities

- Employee Journey Mapping - In order to isolate what we needed to improve, I ran weekly Employee Journey Mapping sessions where I invited teams to join me in a workshop to map out the highs and lows of different parts of their jobs.
- Onboarding Redesign - I completely redesigned the onboarding process for the Account, driven by employee feedback from the journey mapping sessions.
- Internal Social Platform Launch - I launched the internal social network space, "blueKiwi", for the Account and delivered training to employees on how to use the space. The space gained membership of 30% of the Account within the first month, and was identified as one of the top 5 client spaces in the UK&I.
- Tone of Voice Workshops - I worked with an external agency to build the Account's own "Tone of Voice", and then led monthly employee Tone of Voice workshops at all sites, building capability and confidence in employees and creating a consistent way in which we spoke to our customers.
- Employee Engagement - Owned and managed end to end employee engagement project for a site move, including managing employee questions, engaging employees in design and name of new site, and organizing the site opening celebration party
- Social Collaboration - One of the youngest members invited to sit on the Atos UK&I Collaboration Steering Committee, extending my reach into the UK&I Community and helping to share ideas and encourage collaborative working

SKILLS


USER JOURNEY
MAPPING


TEAM
MANAGEMENT


GRAPHIC
DESIGN


WORKSHOP
DEVELOPMENT


PRODUCT
MANAGEMENT


CUSTOMER
SUPPORT STRATEGY


CUSTOMER
EXPERIENCE


CUSTOMER FUNNEL
ANALYSIS


SQL/
DATA ANALYSIS

INTERESTS



AFL

- Wimbledon Hawks 2015-2018
- Team GB - 2015 -2016



MUSIC

- Piano, Grade 8
- Violin, Grade 6
- Guitar, Ukulele - Self Taught



PHOTOGRAPHY



GRAPHIC DESIGN

ACHIEVEMENTS

- Most Improved Player 2015 - Wimbledon Hawks
- Award for Graduate Collaborator of the Year, Atos (2015)
- Institute of Leadership & Management Level 1 Qualification (2015)
- Award for Geography from Paisley Grammar School (2010)
- Award for Creative Writing from Paisley Grammar School (2009)