

CX ADVISOR

If you are new to leading a Customer Experience or Customer Service function or if you are an experienced CX/CS leader charged with a major transformation, it can be extremely beneficial to leverage the expertise of others.

With 30 years' experience leading CX/CS organisations, Aileen can provide you with invaluable advice and guidance and be a sounding board as you work through transformation plans and execution.

Typical Engagement

01

Kick start.

Getting to know you and your company, goals, objectives, timelines.

02

Initial report.

Outlining suggestions, recommendations, risks, concerns.

03

Coaching sessions.

Weekly/as needed.

- CX lifecycle design
- Incremental value
- Culture transformation
- Workforce strategy
- Monetisation strategies
- Cost efficiency programs



About Aileen Allkins

Helping you develop a continuous connection between your company's mission, its people, culture and customers.

Aileen is an avid believer in the value of a differentiated customer experience and in her 30-year career has transformed the customer service and support experience of several

global software companies.

Aileen's award-winning approach is to help businesses develop a continuous connection between the company, its people, culture and customers. She is a strong advocate for the front-line teams who often interact with customers more than any other part of a business and therefore have a

significant impact on brand perception and customer loyalty.

In her global leadership positions Aileen has increased customer and employee satisfaction and achieved industry awards and recognition all within the typical cost pressures facing most customer service and support organisations.

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Awards & Recognition

European Contact Centre & Customer Service Awards

- Best Quality Management Team **2019**
- Best Employer – Great Place to Work **2019**
- Most Effective Customer Experience in Social Media **2018**
- Best Risk/Fraud Management Initiative **2018**

Frost & Sullivan Customer Contact Awards

- Excellence in Artificial Intelligence **2019** **2018**
- Customer Analytics **2019** **2018**
- Social Care **2018**

TSIA Star Awards

- Innovation in Support Services Automation **2019**
- Innovation in Leverage Analytics for Service Excellence **2019**
- Innovation in Expand Selling **2019** **2018**

Customer Contact Week

- Best Training & Development Program **2019**

National Diversity Council

- Top 50 Most Powerful Women in Technology **2019**