

CASE STUDY: HIRING A CUSTOMER EXPERIENCE MANAGER FOR A PE- BACKED TECH START-UP



SUDALE
SEARCH & SELECT



THE BUSINESS

A rapidly growing, private equity-backed technology company, listed as the fastest-growing tech business in the North-East and included in the Deloitte UK Technology Fast 50.

THE CHALLENGE

The business was recruiting for its first dedicated Customer Experience (CX) Manager—a versatile professional capable of building out data and insights while improving the help centre and overall customer experience. The ideal candidate would need to excel in a dynamic, fast-paced environment and serve as the go-to CX expert and stakeholder manager.

- The company required a confident individual who could independently establish CX processes, insights, and help centre resources.
- The pace of the business was rapid, with the team recently expanding by 65%.
- As a founder-led organisation, the expectation was for the role to be fully office-based, five days a week.
- Previous candidates had fallen short due to mismatches in values, culture fit, or presentation skills. Despite moving two candidates to the final stage, neither was successful: one preferred remote work and had a competing offer

THE APPROACH

Deep Discovery:

We collaborated closely with the Hiring Manager and Talent Acquisition (TA) Manager, conducting an in-depth review of the role, previous hiring challenges, and talent market dynamics.

Revised Role Focus:

The initial specification was broadened, shifting the focus to the company's culture, growth trajectory, and strategic goals over the short, medium, and long term. Particular attention was paid to managing expectations around the five-day office requirement and identifying areas for compromise.

Targeted Campaign:

A tailored advertising strategy highlighted the company's compelling growth story and mission. In parallel, a proactive search targeted local professionals with essential CX skills who would thrive in an office environment.

Candidate Sourcing:

We identified two promising profiles early on:

- One candidate was keen to move from a fully remote role into an office environment for the first time.
- The second candidate sought to transition back to a fast-paced disruptor environment after time in a more corporate setting.

Streamlined Process:

Speed was critical. The first candidate was shortlisted within 24 hours, with interviews scheduled immediately.



THE SELECTION PROCESS

- Stage One: Informal conversation with the Director of CX and TA Manager to explore the candidate's career journey and values alignment.
- Stage Two: Presentation to the Director of CX and Marketing Lead, focusing on stakeholder engagement strategies and technical competencies.
- Stage Three: Repeat presentation for the Founder, who was unexpectedly called away during the second stage.

THE OUTCOME

The successful hire was a highly adaptable CX Manager with experience in a broad role at an early-stage start-up. This individual brought a unique perspective and was eager to specialise further in CX. Within a few weeks, they had already driven measurable improvements, including enhancements to the help centre and effective stakeholder engagement across the organisation. This case demonstrates how a strategic and flexible hiring approach, combined with speed and value alignment, can overcome challenges related to market competition and cultural fit, delivering a critical leadership hire for a rapidly scaling business.



TESTIMONIAL

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Kerry is an absolute delight, there's no other way to put it! From the moment she reached out to me to discuss my next role and all the support she provided throughout the process, she has been a pleasure to engage with. Truly passionate in her field, providing valuable guidance but also adding a down to earth approach meaning that the intimidating process of finding a new role became much less intimidating and more like catching up with a friend. I would definitely recommend Kerry to anyone looking to land their next role in the world of CX - Thanks Kerry



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ABOUT US

Sudale Search is a specialist search partner covering leadership roles in Contact Centre and Customer Experience verticals.

We identify diverse talent to push the needle forward for market disrupting businesses, with a fresh, candidate experience focussed approach to search.

Each search is started from ground zero and we explore the full market to ensure the best talent available to you in the market is identified. There is no candidate recycling, ensuring high retention rates.



THE QUALITIES THAT SET US APART

Transparent Partnership



We work transparently with you to reach a result. Regular progress meetings mean you are kept in the loop at every stage. The shortlist is never a surprise as we create it together!

DE&I



We partner with groups such as Women in CX to ensure greater diversity in Leadership. We are currently working on a mentorship programme to close this gap in earlier careers.

Over 70% of our leadership placements are from minority groups.

Market insider knowledge



We stay at the forefront of innovation by sitting on judging panels for various Customer Experience Awards programmes and regular attendance at Get Out of Wrap sessions.

Focus on Candidate Experience



Without the right Customer Experience (Client and Candidate) how can we ever hope to deliver the high impact results desired. Our commitment to enhancing the candidate experience means we had a 98% offer to hire ratio, 100% offer to start and 100% retention rate.

We did the industry first candidate experience report aimed at CX Leaders.



To book your free consultation

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kerry@sudalesearch.co.uk

Call: 07562 735148
01283 376042

Book: <https://calendly.com/kerry-157/exploratory-chat-cl>

