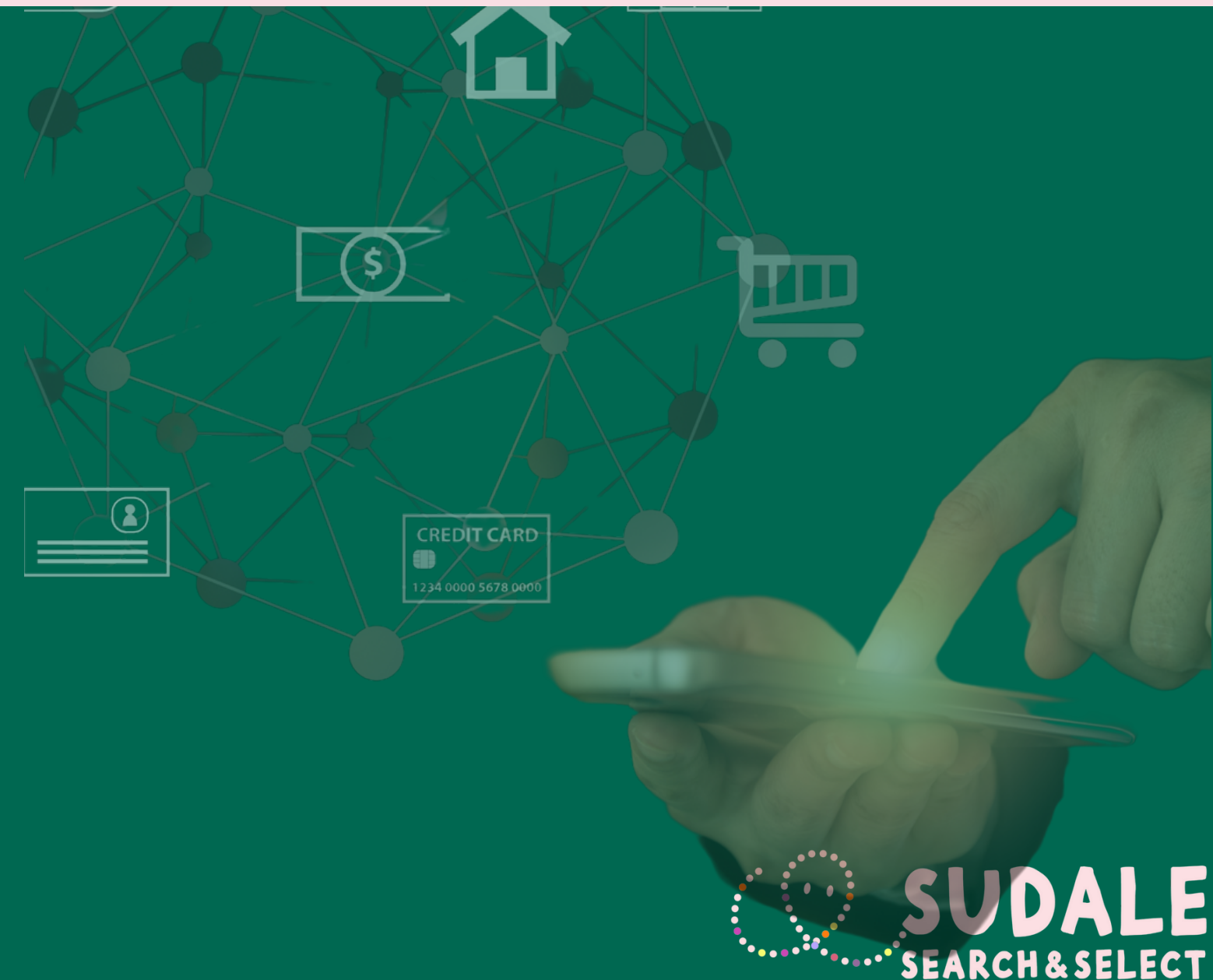


CASE STUDY: TRANSFORMING CX IN A COMPETITIVE DIGITAL LANDSCAPE: A STRATEGIC HIRE SUCCESS





THE BUSINESS

A European InsurTech organisation headquartered in London, supported by a large international backer. Their customer base was growing by over 1M customers per annum and needed to achieve more sustainable growth.

THE CHALLENGE

The company needed to hire a Head of Digital Experience & Communication. Following substantial growth, the business faced mounting operational costs and was shifting focus towards scaling a leaner, more efficient operation while maintaining exceptional customer service.

The role demanded a comprehensive overhaul of digital experiences and communication channels, including website optimisation and the introduction of webchat, live chat, and chatbots. The ideal candidate needed to act as an independent Subject Matter Expert, collaborating with a group UX team based in the USA. Strong stakeholder management skills were essential.

Several factors made this search particularly challenging:

- The insurance sector was not perceived as attractive to top digital CX talent.
- The company's industry-agnostic stance meant candidates needed to bring a fresh, unbiased perspective.
- This was a newly created position without an existing roadmap.
- Previous hiring partners had failed to deliver suitable candidates.
- Time was critical due to delays caused by earlier recruitment setbacks.

THE APPROACH

A highly targeted headhunting strategy was employed to access passive, high-calibre talent within the market. We crafted bespoke messaging that emphasised the compelling challenges and transformative opportunities within the role, rather than simply highlighting industry credentials.

Key elements of our approach included:

- A rigorous vetting and interview process focused on cultural fit, stakeholder engagement capabilities, and the ability to navigate ambiguity with an empty roadmap.
- Close collaboration with the client to align on positioning the role as an exciting opportunity despite the industry's perceived limitations.
- Immediate delivery of high-potential candidates due to the time-sensitive nature of the search.

Within 48 hours, we identified and vetted a standout candidate who had previously demonstrated success in transforming digital CX environments. Confident in their suitability, we facilitated an expedited introduction while highlighting the importance of maintaining momentum in the selection process.



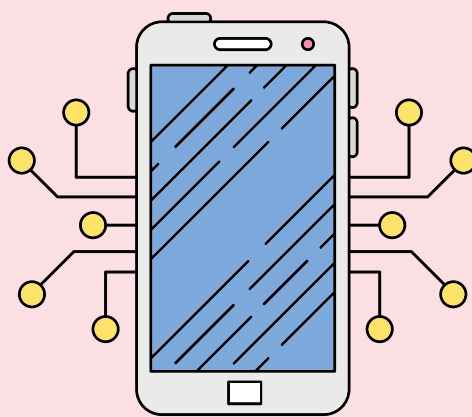
THE SELECTION PROCESS

- First Stage: A 30-minute culture-focused meeting to discuss the business landscape and challenges, providing the candidate an opportunity to share initial insights.
- Second Stage: A session with the hiring manager to explore role-specific challenges and assess technical competencies.
- Third Stage: A tailored case study presentation addressing key business needs, followed by a panel interview. On the same day, the candidate met with the VP of Operations and CEO, reinforcing the importance of stakeholder engagement and the strategic nature of the hire.

THE OUTCOME

This strategic hire delivered transformative results for the business:

- Complete Digital Overhaul: Enhanced digital experiences led to significant improvements in CSAT and NPS scores.
- Operational Efficiency: The customer base doubled without any increase in customer operations headcount.
- Elevated Market Influence: The European business raised its profile within the global organisation, securing leadership of global programmes from the London HQ.
- Strategic Growth: Developed a comprehensive five-year CX roadmap and expanded the team by adding two specialists focused on digital journey mapping and UX.
- Leadership Success: The candidate was pipped for a Director promotion, underscoring the success of the appointment.



TESTIMONIALS



In my role, the "experience" is everything and Kerry creates an experience that is seamless, proactive and of the highest quality. I feel reassured and confident whenever Kerry has one of our briefs in her hands as she delivers consistently and makes even the toughest of briefs a pleasure.

However, more importantly than how it makes me feel, is the experience of our candidates which has always been positive - no exceptions. Exceptional.

I have zero hesitation in recommending Kerry and Sudale Search for all customer roles (and beyond) - she has delivered on our most specific and particular briefs, and I look forward to our continued collaboration



I've been contacted by recruitment teams in the past - and none of them have compared to the experience I've had with Kerry and the team at Sudale Search. Kerry spent time understanding who I was, my career ambitions and my passions before even presenting the opportunity she was recruiting for. I wasn't presented a role to meet a number, I was presented an opportunity that suited me as a individual. Kerry guided me throughout the entire process, checking in regularly during my notice period and even after starting my new role. The role I'm in now suits me perfectly and I'm thriving - thank you Sudale Search (so much more than a recruitment agency!)



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

Email: [info@sudalesearch.co.uk/](mailto:info@sudalesearch.co.uk)
kerry@sudalesearch.co.uk

Call: 07562 735148
01283 376042

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

