

CASE STUDY: SECURING A HEAD OF CUSTOMER CARE FOR A HIGH- GROWTH E-COMMERCE SCALE-UP





THE BUSINESS

A high-growth, VC Backed E-Commerce scale-up, poised to double its £25M revenue. With a history of 200% year-on-year growth, the company is on a mission to enhance the health and happiness of dogs in the UK while preparing to explore new markets.

THE CHALLENGE

The search for a Head of Customer Care presented multiple challenges:

- **Location Constraints:** Sourcing candidates within proximity to the business was essential.
- **Cultural Alignment:** Finding someone deeply invested in the mission and purpose of the company.
- **High-Pressure Environment:** The role required someone who could thrive in a disruptive, fast-paced, scaling environment.
- **Technical Expertise:** Proven success in deploying AI solutions within a live customer care setting.
- **Strategic Leadership:** Ability to lead Sales and Service teams and craft a comprehensive customer strategy.
- **Market Inexperience:** The company had not previously conducted an external talent search.



THE APPROACH

We developed a robust and tailored search strategy to overcome these challenges and identify the right candidate:

- Conducted an in-depth consultation to fully understand the business strategy, challenges, and key role requirements.
- Provided continuous feedback on market conditions, package expectations, and candidate profiles throughout the process.
- Leveraged multiple sourcing methods:
 - Engaged our network within a 20-mile radius.
 - Launched a targeted advertising campaign focused on the company's mission and purpose.
 - Conducted proactive outreach via LinkedIn, email, referrals, and direct calls.
- Created a compelling value proposition that emphasised the role's opportunity rather than relying solely on the job description.
- Conducted comprehensive candidate screening, including deep dives into motivations, customer strategy insights, values alignment, and career aspirations.
- Assessed candidates against a predetermined set of criteria with detailed interview overviews and video recordings shared with the hiring manager. The assessment focused heavily on AI deployment experience, strategic development, and team leadership.
- Narrowed the pool to a final shortlist of five high-calibre candidates.



THE SELECTION PROCESS

- First Stage: Competency-based interviews with the hiring manager, focusing on mission alignment and addressing gaps from initial screening.
- Final Stage: Presentations on candidates' approaches to key challenges, followed by informal meetings with founders. Three candidates progressed to this stage.

THE OUTCOME

A passionate and highly skilled Head of Customer Care was appointed. As a dog owner and brand advocate, they naturally aligned with the company's mission. Every candidate with a dog became a fan and subscriber of the brand during the process.

- Immediate impact within two months, with a newly developed 12-month strategy.
- Positive cultural fit, embodying the company's people-first, high-performance ethos with an embedded DE&I focus.
- The CEO and Head of CX celebrated with a “happy dance” upon securing this key talent.



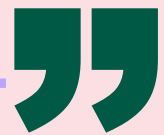
TESTIMONIALS



This is my first time working with Kerry and I've been nothing but impressed! Having been recommended by someone I trust in the space, we gave Kerry the brief of finding our Head of Customer Care.

I found Kerry to be detailed and incredibly open on maybe where what we wanted and what was available needed adjusting slightly, which lead to us finding a fantastic candidate.

It goes without saying Kerry is extremely committed and passionate about this area and I trust she is doing right by us, she is also a whirlwind which is a breath of fresh air in what can be quite a painfully boring process at times.



I have loved working with Kerry over the last 9 months. Each or our conversations have felt like a catch up with an old friend and she goes out of her way to listen and understand your job requirements. I wouldn't hesitate to recommend Kerry to anyone in the market for a new CX role :)"



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>

