

LISA PEABODY

Customer Experience Leader

Collaborative and analytical Customer Experience Leader with 20+ years global experience. A tenacious problem solver, I thrive on being fiscally smart, designing bespoke encounters, and fostering constant innovation. Skilled in working under pressure and adapting to new situations and challenges to best enhance the brand.



Work History



Contact

Oct '21 HEAD of CUSTOMER CARE

Feb '23 *GUSTO, DENVER, CO*

- Directed 400+ agents plus BPO teams of 2k+ to support customers for all payroll, tax and benefits needs, including technical, product, bug, and escalation topics.
- Improved customer journey via roadmaps and UI that improved interface of support and customer.
- Streamlined advocate help process, reducing customer resolution time by 37%.
- Sponsored priority strategic initiatives: exceeded all goals: reduced handle time by 17%, improved customer to advocate ratio, and reduced costs to serve by 24%.
- Increased productivity by 28% and CSAT by 15% via new QA process.
- Revamped product launch process with result of improving resource quality, bolstering advocate expertise, and reducing time to ramp.
- Strengthened product-customer feedback loop by standardizing process with Engineering and Product to champion customer needs & reduce touch points.
- Sponsored career programs, led to 5% team satisfaction increase each quarter.
- Maximized fiscal impact via capacity planning and monthly staffing review, decreasing labor costs (vs. budget) by 47% in FY23.

Sep '19 HEAD of GLOBAL DIGITAL SUPPORT

Oct '21 *STRAUMANN GROUP, BASEL, SWITZERLAND*

- Empowered international teams of support, repairs & installation, workforce, technical writing, and implementation for large portfolio of medical devices & services.
- Implemented NLP and AI to enhance productivity and promote self-service, leading to increased efficiency of 30%; while identifying opportunities for cross-selling, driving additional 18% sales quarterly.
- Transformed team to provide bespoke support, improving NPS by 16%.
- Implemented new org structure for scalable support, resulting in 35% savings.
- Revolutionized PM launch process with CX integration, yielding enhanced launches, informed support, feedback loops, and uniform reporting.
- Fostered supplier relationships for quick repair resolutions; applied data to escalate customer issues and reveal root cause of failures.
- Boosted support quality and efficiency by implementing self-help index and API, resulting in reduced handle time of 29%.
- Drove customer journey improvements that increased self-service by 32%.
- Managed P&L including: OPEX, equipment and services, with savings of 15% YoY.

May '17 VICE PRESIDENT, PROVIDER SERVICES

Sep '19 *CLEARCORRECT, A STRAUMANN GROUP, ROUND ROCK, TX*

- Empowered Tier I-III team to support medical products & services via omni-channel.
- Leveraged NPS data & segment analysis to optimize support process, resulting in 26% CSAT boost.

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Skills

Strategic Planning
Customer Experience
Global Operations
Process Improvement
System Integration
Product Launches
Business Development
Financial Management
Vendor Management
Customer Retention
Product Management
Six Sigma Green Belt
Global Expansion
Customer Support
Project Management
Contract Negotiation
UX/UI
Learning Management
Agile Methodologies
Quality Assurance
Developing Leaders
Curriculum & Training
Learning & Development
Acquisition and Retention
Capacity and Workforce
Call Center Operations
Localization
Recruitment
Privacy/Security/Compliance

- Led NPS program delivering VoC insights and strategy recommendations for improved customer journey.
- Built chat-bot knowledge base, improved handle time by 38%.
- Implemented VIP support: resulting in improvements of 83% in resolution time and 17% in CSAT.
- Launched UX in ZenDesk for Help Desk, improved response time by 240%.
- Designed curriculum & training for global teams, facilitating market expansion.
- Established performance goals and KPI for department and provided methods for reaching milestones by improving business process flows and productivity.
- Maintained P&L and shouldered corporate fiscal responsibility.

May '11 DIRECTOR, GUEST EXPERIENCE GLOBAL

May '16 *Disney Interactive, Glendale, CA*

- Empowered team of in house, BPO, and remote teams of 5000+ with 35+ languages for \$10B+ annual sales.
- Implemented NLP and AI to enhance agent productivity and promote self-service, leading to increased efficiency.
- Launched quality program: 68% CSAT improvement and 44% NPS improvement.
- Drove bug process improvements with Product & Dev to reduce guest down time, results of 37% increase in annual average spend per player.
- Developed Product Launch Process for 14 divisions, for 100+ products; resulting in increasing player retention by 39%, improving advocate knowledge of products, reducing 'make goods' cost by 41%.
- Directed teams of: Analytics, Project Management, Platform Services, CRM, Community, QA, Safety & Security, Guest Support, and Workforce.
- Launched social media strategy for 200 products, increasing traffic 227%.
- Negotiated multi-million-dollar vendor proposals and contracts on global scale.
- Organized training for 500+ agents covering new hire onboarding, product launches, hardware, and play labs.
- Established and relocated offices globally for coverage, optimized fiscal impact.

Jun'09 – MANAGER, CUSTOMER SUPPORT

Apr'11 *SURVEY MONKEY, PORTLAND, OR*

- Managed international support, design, and knowledge team of 50+.
- Implemented tech stack for omni channel support to serve base of 10 million.
- Implemented design services, resulted in ~\$2million annual revenue.
- Launched social strategy to increase customer membership and engagement by 23%.
- Boosted custom survey design team, driving increase of 35% revenue for company.
- Created quality processes to track & reduce fraud and phishing by 48%.
- Created community forum in to engage customers and improve self-service by 15%.
- Launched international offices for scalable coverage with tax benefits for bottom-line.
- Developed 5-year strategy; identified new business opportunities resulting in increased revenue.

May '07 – MANAGER, CUSTOMER SUPPORT & DISPOSITION

Mar'09 *NETFLIX, PORTLAND, OR*

- Led call center of 500+ with team of 50+ with over 6 million contacts per year.
- Increased CSAT by 11% via improving agent knowledge and improving tools for more efficient support.
- Saved \$1.9m in costs by using customer data to improve self-service UI for customers.
- Created & implemented tech to capture support data track impact of company promotions and customer sentiment.
- Advised Microsoft, LG, TiVo & Roku in streaming launches for customer UI needs that drove expansion of revenue.
- Evaluated metrics to champion VoC and be customer advocate in prioritizing bug fixes.
- Developed more efficient training curriculum and facilitated training of over 100 employees.



Software

Salesforce/Zendesk/Freshdesk
 SAP & ADP suites
 Nice CX One/ Nice WFM
 Cisco & Avaya Systems
 Absorb/Docebo/Degreed
 Tableau & Microstrategy
 Airtable & Jira
 Lucidchart/Figma/Visio
 Integrate.io & Qualtrics Google
 Analytics
 SQL /HTML/CSS
 Wordpress/ Hootsuite
 Basecamp
 Adobe Suite
 MS Office, Google Suite
 Microsoft Azure
 Slack, Hangouts, Zoom, Teams



Education

B.S. Biology
University of Illinois
B.S. Cell Biology
University of Illinois
B.A. English Literature
University of Illinois



Certifications

PMP- Project Management
 Agile Scrum Master
 Six Sigma Green Belt



Languages

German



Good