

Head of Client Journey

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Company: Euroclear

Location: Belgium

Category: other-general

Division: Client and Business Strategy

Euroclear holds a pole position in the market and has successfully maintained a growth strategy over the years. Our dedication is to retain our market leadership tomorrow by continuing to meet market and client expectations successfully.

We align efforts towards the new ambitious long-term strategy and vision, which seeks to anchor Euroclear's relevance and continues crafting future value for our ecosystem and financial markets overall.

The intention is to introduce 4 divisions within Client and Business Strategy, fully dedicated and accountable, and strongly interconnected, to set the path for our future success.

Context

We will define and roll out a best in industry **Client Experience**, catering for our Clients and Parties expectations, solving their pain points, ensuring that our Products embed by design our aspirational Client Experience and that across the organization (Business, Entities, Functions) we become obsessed with delighting our Clients.

The Client Experience dedicated division, which will be in charge of delivering on all of our digital client experience and touch points, defining client journeys, and optimizing client onboarding and processes, for a top-notch experience. This division will drive our digital ambitions, to the benefit of our clients who will truly consider we are 'making their lives easier and creating value', but equally to the benefit of our internal efficiency and effectiveness.

Role

The Head of Client Journey is responsible for managing and improving client's end-to-end experiences, collaborating with cross-functional teams to optimize initiatives, and utilizing data-driven insights to enhance the overall client satisfaction and loyalty.

Responsibilities & Duties

Client Experience Strategy

Create value through the development and implementation of effective strategies to enhance the overall client experience.

- Develop and implement strategies to enhance the overall client experience
- Analyze client feedback and data to identify areas for improvement
- Collaborate with various departments to align initiatives and ensure consistency in client interactions

Client Journey Development

Enhance the client journey by leveraging detailed insights obtained from market research and client data

- Create detailed client personas based on market research and client data
- Map-out the end-to-end journeys, identifying touchpoints and pain points for both clients and staff
- Develop personalized client journey strategies tailored to different client segments
- Continuously refine client personas and journey maps based on feedback and insights, including the implementation of feedback mechanisms to collect client feedback effectively

Stakeholder Engagement & Collaboration

Build influential networks and gain insights into the organizational structures to strategically position and finetune the client journey.

- Identify the key stakeholders both externally as well as internally
- Establish effective communication channels with stakeholders to ensure alignment and effective collaboration
- Facilitate stakeholder meetings and discussions to gather input and feedback on client journey initiatives
- Integrate needs and perspectives of stakeholders within the client journey development process for a consistent and unified experience

Client Journey Implementation & Delivery

Develop and execute project plans, coordinating with internal and external vendors to ensure timely and efficient delivery of client experience improvements.

- Coordinate with internal and external vendors to ensure timely and efficient delivery of client experience improvements
- Monitor project progress and address issues or obstacles that may arise during implementation
- Conduct post-implementation reviews to evaluate the effectiveness of client journey changes and identify areas for further improvement

Background and experience:

- Master's degree in business, marketing, or a related field
- 8-10 years of progressive experience in a senior role focussing on client experience in a B2B financial/regulatory environment
- Deep understanding of client journey mapping and development
- Ability to conceptualize and articulate a transformative vision for client experience, fostering a culture of innovation and adaptability, while leveraging detailed insights obtained from market research and client data.
- People management experience with a demonstrated ability to foster a collaborative and high-performance work environment.
- Capacity to lead change and strategies; successfully navigating through paradigm shifts in client expectations and market trends.
- Excellent communication skills, to operate with complex and sensitive concepts persuasively to senior executives, stakeholders, and team members.
- Demonstrate an advanced strategic mindset to navigate ambiguity, consistently implementing larger organizational goals and vision throughout the projects
- Exhibit an advanced strategic mindset to effectively navigate ambiguity, while consistently aligning project activities with broader organizational goals and vision

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