

Belgium Jobs Expertini®

Product Experience Lead (Belgium)

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Company: Trendminer

Location: Belgium

Category: computer-and-mathematical

Product Experience Lead (Belgium)

The Team You'll Join

TrendMiner is all about democratizing analytics in Manufacturing Operations: robustly packaging data science and ai/ml tooling for use by analytics-minded domain experts who are comfortable with data, as well as the wider operational manufacturing team who might not be so analytics savvy. With TrendMiner we aim to leverage historical data of eg. Chemical production processes for real-time analytics-driven decision making on a day-to-day basis, such that everyone in manufacturing operations can support key organizational aspirations such as increased sustainability.

The TrendMiner product team is spearheading the future evolution of the TrendMiner industrial analytics platform by improving and extending our products' capabilities to cater towards user, customer, and market opportunities in line with the vision of democratizing analytics.

As a member of this team, you will collaborate closely across teams in TrendMiner and within the wider Software AG IoT & Analytics Business Unit (e.g. product development, product management, presales, business development, sales, and customer success) as well as represent TrendMiner / Software AG towards our users and customers on a global level.

The Challenge You Take on

The TrendMiner product team is looking for a hands-on Product Experience Lead who approaches product management from a user's vantage point and is motivated by the opportunity to delight customers, to drive user adoption and retention. Your ultimate goal is to

drive TrendMiner adoption and transform the user experience from 'good' to 'great'.

As our Product Experience Lead, you are responsible for improving the overall user experience of the TrendMiner platform throughout the full user journey, creating an experience that supports new users in finding their way throughout the platform, engages them to interact with the data and keeps users coming back on a daily basis. This includes

- Analyzing the various user persona behaviors, throughout their TrendMiner journey from onboarding to initial adoption/value creation, on a qualitative and quantitative basis
- Identifying opportunities for improved user flow, guidance, affordance, etc...
- Translating those opportunities into concepts within the product framework or supporting concepts, which can be addressed via in-app guides, walkthroughs, etc...
- Critically reviewing the feasibility and business viability of proposed concepts to shape a prioritized roadmap
- Where possible/applicable, in collaboration with the other 3 TrendMiner product managers, evolve the experience of the analytics features to better fit the overall user journey.

The success of the role strongly depends on your ability to do hands-on user research to analyze, measure, and frame the current product experience (I.e. in terms of NPS, retention rate, user churn, ...) and in which you can leverage available tools & people (I.e., various internal and external stakeholders). It encompasses the following activities and tasks: Analyzing usage data, segment customer journeys, and investigate funnels by cohort to understand what drives user behavior, using available usage data in tools such as Gainsight and Mixpanel

Analyzing the sentiment and feedback of the customer directly and/or via our customer success team to discover opportunities outside-in

Driving design thinking workshops with users and the team to grasp their needs and help derive insights, ideas, and concepts.

Collaborating with the Customer Success operations team in setting up user engagements and personalized messages to improve usage and get feedback

Collaborating with and supporting the TrendMiner product team to optimize the experience throughout the entire platform

Work with the product leadership team and R&D operations to align on the scope and timing of marketing releases.

Support the adoption of the product (sales/marketing / CS) by providing input for marketing campaigns on product experience-related topics.

The Attributes You Bring to the Table

Minimal level of education Bachelor of Science in Computer Science, Engineering or similar field and/or a proven track record in user-centric design, systemic design, user research, usability, and design thinking;

Experience with user research, information architecture design, and wireframing/prototyping product and experience flow ideas.

Experience with usage analytics products like Gainsight, Mixpanel

Ability to communicate, collaborate, and influence Engineering and stakeholders towards a customer-centric product experience strategy.

Passionate about team culture with a high emphasis on execution, delivery, and customer advocacy.

Excellent communication skills, customer focus, and result-oriented.

Motivational and inspirational personality

Pro-active with a hands-on attitude

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