JULIAN MERCER

CUSTOMER EXPERIENCE MANAGER

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PROFESSIONAL SUMMARY

Customer Experience Manager with 8+ years mapping customer journeys, running voice-of-customer programmes, and fixing friction across support, product, and marketing. Turns survey, ticket, and behaviour data into changes that lift satisfaction, retention, and revenue.

PROFESSIONAL EXPERIENCE

Customer Experience Manager Mar 2023 - Present
Intuit, Mountain View, CA

- Own the end-to-end journey for small business onboarding, partnering with product and support to lift 30-day activation from 58% to 67%.
- Launched a closed-loop voice-of-customer programme combining NPS, surveys, and interviews, raising NPS by 12 points in 18 months.
- Led a team of four analysts and designers, setting quarterly goals and a review rhythm that kept every experiment on schedule.
- Built an executive experience dashboard in Tableau tracking CSAT, effort, and churn drivers, reviewed monthly by the VP of Customer Care.
- Trained 25 support and product staff on journey mapping and feedback analysis, so teams ran their own friction reviews each quarter.

Senior Customer Experience Specialist Mar 2021 - Feb 2023

- Mapped 14 journey stages with 25 customer interviews and ranked pain points by volume and cost, shaping the next two roadmaps.
- Analysed 90,000 support conversations with text tagging to find the top six drivers, cutting repeat contacts by 15%.
- Ran monthly experience reviews with product managers to rank the ten biggest customer pain points by volume and revenue impact.

Customer Experience Specialist Jul 2019 - Feb 2021
Zendesk, San Francisco, CA

- Ran quarterly CSAT and customer effort surveys, sharing findings with product teams that resolved three of the top five complaints.
- Redesigned the post-purchase email and help centre flow, reducing 'where is my setup' tickets by about a fifth.
- Facilitated service blueprint workshops across support, sales, and billing, producing 11 fixes shipped within two quarters.
- Trained 60 agents on empathy and de-escalation scripts, improving CSAT on escalated tickets from 71% to 80%.

Customer Insights Analyst Jul 2018 - Jun 2019
Chewy, Dania Beach, FL

- Segmented survey and order data to identify why first-time buyers lapsed, informing a retention campaign that won back 8% of them.
- Produced weekly feedback summaries for operations and merchandising, highlighting issues within days of appearing.
- Coordinated usability tests with 40 customers on the mobile site and logged fixes that lifted checkout completion.

CORE SKILLS

Customer journey mapping | Voice of customer | NPS and CSAT | Customer effort score | Service blueprinting | Survey design | Text analytics | Experience strategy | Cross-functional leadership | Churn analysis | Usability testing | Tableau | Qualtrics | Medallia | Zendesk | Executive reporting

EDUCATION

B.A. in Communications, University of Florida, Gainesville, FL

CERTIFICATIONS

Certified Customer Experience Professional (CCXP) | Lean Six Sigma Green Belt | Tableau Desktop Specialist