

CONNER SPEARS

CUSTOMER EXPERIENCE STRATEGIST

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Skills

OPERATIONS

Process management
Workflow mapping
Implementation
System documentation
Change Management
Zendesk
Chatbots

DATA ANALYSIS

Excel/Sheets
Video Editing
Thematic Analysis
Google Analytics
Mode
Looker
Tableau

RESEARCH

Remote Usability Testing
Customer Journey Mapping
Copywriting
Moderated User Interviews
RITE Methodology
Customer Surveys

Summary

Strategist and program manager with 8 years experience in highly complex, fast growing environments. Experienced on cross functional collaboration across operations, content strategy, and product teams, holistic systems thinking, and striking the balance between business and customer needs.

Employment

Headway

Support Operations Manager

Aug. 2022 to Apr. 2023

- Developed OKR planning as member of Customer Experience (CX) leadership team - drove quarterly efforts for core CX metrics
- Led process and program creation for multiple CX workstreams to ensure organizational readiness and GTM planning across 40+ projects
- **Customer Champion:** focused on self service, root cause elimination, and Voice of Customer (VOC) efforts - leading to lower ticket volume (-15% Q1 '23) and streamlined support channel strategy, in addition to improved CSAT, FCR, AHT
- **Agent advocate:** Led process improvement, content/training audits, and Zendesk system administration to improve AHT, eNPS, CSAT, and analytics

Twitter

Senior Program Manager, Customer Experience & Strategy

Jan. 2020 to Aug. 2022

- Led CX strategy for multiple initiatives, including Medallia surveys (expanded adoption from 1 to 5 teams), vendor management (social listening and insights, customer research), and product/design GTM initiatives
- Identified need for market coverage for VOC needs across US, JP; grew team from 0 to 5 (2 FTE + 3 Contractors), with dedicated budget of \$500k
- Established journey mapping workshops to inform quarterly planning; eliminating identified pain points resulted in higher positive social sentiment, CSAT, and top level DAU metrics

Lyft

Systems Architect, Help Access

June 2019 to Jan. 2020

- Provided technical guidance and program structure to product, engineering, and CX teams to drive automation opportunities and increased self service metrics; monitored VOC program to translate customer issues into solutions
- Built and led team of 3 to manage content management system (CMS) and automation platform to improve content and self service
- Formed new standard operating procedures resulting in 50% faster sprint cycles, faster QA, and better documentation while still managing 100's of change requests quarterly

Lyft

Service Designer, Voice of Customer (VOC)

Aug. 2017 to June 2019

- Led service design efforts across cross-functional team to launch multiple native help products and 2 chatbots
- Worked alongside user research and data science for rapid iteration on new products - saw Support NPS increase +7%
- Drove roadmap and execution of new internal platform resulting in multiple product releases and +\$400k saved in operational costs

Google (via CDI)

New Product Strategist, Customer Experience Lab

May 2016 to Feb. 2017

- Led targeted marketing, user acquisition for new product testing panel (400+ users engaged)
- Built program level project tracker, templates, and presentations to streamline work
- Interviewed 100's of business owners for remote usability studies, periodically presented findings to Director level stakeholders

Spears Experience Research Owner, Principal Researcher

Apr. 2016 to Current

- Conducted formative research for early stage startups, nonprofits, and design agencies
- Planned, executed, analyzed, and reported multiple customer journey (digital/physical) research studies
- Led client workshops to define and plan research roadmaps

xiQ

Customer Success Manager

May 2015 to May 2016

- Managed team of 2 - executed 3 mixed media campaigns resulting in 1000+ followers
- Conducted user research to identify, improve, and implement new website features - led to 70% increase in sign ups

Education

University of California, Santa Cruz
B.S. Cognitive Science 2015