



**STUDENT ACTIVATION**

# Global Vice President of Customer Experience and Engagement

## DEFINITIONS

### Vice President:

an official or executive ranking below president.

### Customer Service:

assistance and advice provided by a company to the people who buy or use its products or service.

### Engagement:

participation or involvement.

### Executive:

a person with senior managerial responsibility in a business organization who has the power to put plans into effect.

People all over the world use your company's products. How can you make sure they are satisfied and will continue to be loyal? Your company probably has a Global Vice President of Customer Experience and Engagement. This company leader ensures that customers have the best possible experience. The Vice President manages and oversees customer issues and solutions by treating their own team with respect and trust.

## WHAT IS A GLOBAL VICE PRESIDENT OF CUSTOMER EXPERIENCE AND ENGAGEMENT?

A **Global Vice President of Customer Experience and Engagement** is an executive responsible for overseeing and managing the global daily operations of a company's customer service and engagement division. The Vice President is also in charge of working with other company leaders to achieve the goals for company success. This leader may be involved in hiring, training, and ongoing performance reviews. The Vice President has a 'high-level' view of the customer experience and is always trying to improve and maintain the public's opinion about the company and its products or services.

## IS THIS A GOOD CAREER FOR ME?

| Me                                                 | Global Vice President of Customer Experience and Engagement        |
|----------------------------------------------------|--------------------------------------------------------------------|
| I can prioritize what is urgent or important.      | They have many responsibilities and must make difficult decisions. |
| I know my values and communicate them with others. | They speak for and represent the company.                          |

# Global Vice President of Customer Experience and Engagement

STUDENT ACTIVATION (Continued)



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| I understand that my choices affect others. I consider that when I am making them. | They make decisions that affect many people.                         |
| I get along with people I know, as well as those I have just met.                  | They work with others, both inside and outside the company.          |
| I like to "dream big."                                                             | They must see the "big picture."                                     |
| I see the value in helping others.                                                 | They work to make customers' experiences easier or better.           |
| I know where to turn for help.                                                     | They can "read" people and tap the right person for a specific task. |

| How can a Global Vice President of Customer Experience and Engagement help me?                                                                                                                                                                                                                  | How can a Global Vice President of Customer Experience and Engagement help the world?                                                                                                                                                                          |
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| A <b>Global Vice President of Customer Experience and Engagement</b> helps customers like you have the best experience possible. They make sure that a company understand customers' needs and listens to their feedback, as well as thinking ahead to what customers might need in the future. | The decisions made by a <b>Global Vice President of Customer Experience and Engagement</b> affect many people. Their choices lead the company to create better products and services. These, in turn, help people all around the world to achieve their goals. |

## WHAT ARE SOME SIMILAR CAREERS?

**Chief Executive Officer**—A Chief Executive Officer, or CEO, is the highest-ranking employee in a company. The CEO leads a team of executives that make decisions affecting the entire company and its operations. The CEO works with the board of directors and employees to communicate with the public, and ensures that the reputation of the company remains positive. With vast experience and deep knowledge of the company, the CEO brings a vision of how to make a company more successful.





### HERE ARE SOME WAYS TO PRACTICE THE SKILLS NEEDED TO BE A SUCCESSFUL GLOBAL VICE PRESIDENT OF CUSTOMER EXPERIENCE AND ENGAGEMENT:

- Offer to do an extra task to help out at home.
- Consider what is important to you.
- Think about how your decisions might impact your family, friends and classmates.
- Be open to working with other people who are different than you.
- Use art or music to express the world that you imagine.
- Help a family member or friend learn a new skill. Practice patience as you share your thoughts and recommendations.
- Practice active listening. Repeat what someone tells you and ask, "Did I understand you correctly?" to ensure you really "get" what they are saying.



### DO YOUR OWN RESEARCH ON THE TOPIC OF CUSTOMER SERVICE AND ENGAGEMENT

How can we help people enjoy their favorite products? How can we solve problems when the product or service doesn't work as it should?

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