**ANGELEEN ROHDA, CCXP**

**SENIOR CUSTOMER EXPERIENCE MANAGER**

Greater Minneapolis-St. Paul Area • (952) 200 5250 • [angeleenrohda@gmail.com](mailto:angeleenrohda@gmail.com) • [linkedin.com/in/angeleen/](https://www.linkedin.com/in/angeleen/) •[HOME | Angeleen Cx Pro](https://www.angeleencxpro.com/)

* Senior customer support leader with 12 years of expertise in driving strategies and programs to build world-class customer experience teams and transform customer experience for enterprise technology companies.
* Extensive experience in providing strategic direction for multi-year programs to develop and optimize customer experience functions, including technology deployments, process improvement, operational playbook development, KPI definition, and team training efforts.
* Excels in advising executive leadership and cross-functional teams on customer experience strategies leveraging insights from the voice of the customer data, resulting in continuous improvement in customer satisfaction and loyalty.

**AREAS OF EXPERTISE**

* Organizational Leadership
* Customer Experience (CX) Strategy
* Customer Journey Mapping
* Voice of the Customer (VoC) Analysis
* Strategic Planning & Execution
* Customer Relationship Management
* Customer Satisfaction Improvement
* Employee Engagement
* Technology Integration
* Customer Retention Strategies
* Net Promoter Score (NPS) Management
* Omni-Channel Customer Support
* CX Metrics/KPI Management
* Continuous Improvement
* Brand Advocacy
* Strategic Partnerships & Alliances
* Stakeholder & Vendor Management
* People & Team Leadership

**CAREER HIGHLIGHTS**

* Created an innovative **social support strategy** in partnership with the marketing team at Alarm.com, resulting in the **company earning** **the “Stellar Service Award”** for exceptional social support from Security, Sales, and Integration magazine.
* Co-led the creation of **Alarm.com’s submission for ICMI 2018's Best Strategic Value to the Organization award** as part of a 2-person leadership team, with the **company’s submission becoming a finalist in the competition.**
* Led the development and execution of a **closed-loop customer survey at Alarm.com** to monitor **Net Promoter Score (NPS)** and **Customer Satisfaction (CSAT) scores** for both dealers and Alarm.com.
* Increased **enrollment rates for a new D2C mobility insurance product** at Asurion by collaborating with the Marketing and Product teams.
* Developed and implemented a **comprehensive product adoption program** at Alarm.com, resulting in a **15% increase in subscriber participation rates.**
* Collaborated with data scientists to develop the **Subscriber Sentiment Score, an internal CX metric** that considered factors such as security dealer's customer account age, product adoption, and support contact rates.

**PROFESSIONAL EXPERIENCE**

**Centene, St. Louis, MO**

**Manager, Product Experience (Contract) 2024 to Present**

* Collaborated with Contact Center Operations, Design, and Leadership teams to identify and rectify employee and member experience opportunities.
* Created foundational standardization practices across LOBs as a key member of the Product Experience team.
* Spearheaded onboarding training guides for new members joining the team by being pro-active and resourceful in finding and identifying key information.

**ASURION, Nashville, TN**

**Manager, Customer Experience 2021 to 2024**

* Identified opportunities to enhance communication in a D2C and B2B2C repair service, driving cross-functional collaboration on solutions that elevated customer sentiment.
* Leveraged Qualtrics and Clarabridge software programs to examine customer metrics and feedback, identifying customer needs and delivering findings to diverse internal departments.
* Participated in professional development via the CXPA (Customer Experience Professionals Association), Forrester, and Stone Mantel’s Experience Strategy program, in addition to creating learning plans for the entire CX team's professional development.

**ALARM.COM, Bloomington, MN**

**Program Manager, Customer Experience 2019 to 2021**

* Partnered across the organization to establish foundational Voice of the Customer (VoC) and customer experience initiatives while developing an official customer experience strategy by actively listening to executives and organizational stakeholders.
* Established a framework for customer experience listening posts, including transactional, event-based, and relational feedback opportunities at different stages of the subscribers’ journey.
* Worked closely with data scientists and executives across the organization to develop a Subscriber Sentiment Score, enabling the monitoring of partner and subscriber satisfaction.

**Manager, Customer Experience 2015 to 2019**

* Conducted strategic interviews and research on BPOs and led onboarding, training, and continuous quality assurance initiatives to ensure high customer experience standards and alignment with business objectives.
* Grew the customer experience team from 1 to 8 agents by overseeing recruiting and training new agents, forecasting volume, and communicating requirements to executives.
* Utilized the Customer Escalation and Customer Experience boards to enhance the visibility of customer issues for decision-makers and executive leadership across the organization.
* Monitored trends in subscriber experience and communicated findings to senior leadership while working closely with the Marketing and Sales teams to deliver timely insights on their programs and initiatives.

**Marketing Support Specialist 2012 to 2015**

* Collaborated closely across diverse departments to formulate and execute best-in-class communication strategies, ensuring uniform messaging across multiple channels.
* Implemented a Dealer Quality Program to ensure outstanding customer experiences by applying project management and communication disciplines.
* Served as a liaison in a complex start-up environment, proactively identifying and notifying the Marketing team of potential issues that could impact strategic initiatives.

**Dealer Support Operations Associate 2011 to 2012**

* Spearheaded diverse duties encompassing Technical Support, Social Media Customer Service, Marketing Assistance, HR Communication, and Lead Program Support, including training in these areas.
* Sustained brand engagement with partners and end-users, delivering support and cultivating an authentic voice via social media while training and coaching new employees, all of whom achieved promotions within 2 years of their initial start dates.
* Supported lead program managers within the marketing team by assisting in onboarding partners and guiding consumers through the entire process.

**EDUCATION**

**Bachelor of Arts (BA) in Communications** • St. Catherine University • St. Paul, MN

**CERTIFICATIONS AND TRAINING**

**Understanding Basics of SQL Syntax** • Coursera • 2023

**Clarabridge/XM Discover Report Creator** • Clarabridge • 2022

**Diversity & Inclusion (D&I) Certification** • eCornell • 2021

**Certified Customer Experience Professional (CCXP)** • Customer Experience Professionals Association (CXPA) • 2017