

Holm Marcher & Co.

Customer Experience Lead for BoConcept

BoConcept is looking for an experienced "Customer Experience Lead" (CX Lead), who can set a strategic direction from a customer experience perspective and ensure strong customer experience across all of their touch points in a true global, omnichannel context, which includes 300 stores in cosmopolitan cities. As CX Lead you will analyze and play an important role to set the direction of the business design and marketing model in this unified commerce company. The position is a great opportunity to have real impact on an interesting and innovative journey, within one of the most international furniture companies.

About BoConcept

BoConcept is a global contemporary furniture brand, based in Denmark and positioned in the affordable luxury segment of the market. The business is passionate about modern/urban design and customized service and sells through 300 stores in more than 60 countries and 6 continents, making it one of the world's most global retailers and most global furniture retailers. Over 95% of the stores are operated by franchisees. The business was founded in 1952 by Danish craftsmen Jens Ærthøj Jensen and Tage Mølholm as a furniture factory in Herning and has developed from these humble roots to one of the leading contemporary furniture brands worldwide. In August 2016, 3i private equity delisted the company from Nasdaq Copenhagen (having been a public company for more than 25 years) and is now developing the BoConcept business and brand internationally in partnership with the management team. BoConcept had a turnover of €166m and EBITDA of €20m in the last full business year.

From its origins as a furniture manufacturer, BoConcept now operates a highly scalable business model with focus on design and concept development whereas the majority of production and retail operations are outsourced, emphasizing the company's unique ability to create customized solutions.

The position

The overall goal for the position is, to ensure traffic, leads and conversation so the global business for BoConcept reach new milestones in their growth strategy. Based on the business strategy, a deep understanding of customer needs and insights in market trends, you will design, innovate and have a great influence on developing a world class omnichannel solution. The CX Lead will be responsible of ensuring initial strategic customer journey mapping and concept development, plus of delivering great customer experience on all digital and physical touchpoints, products and services.

The CX Lead will report into the Digital Brand Manager, who is responsible for 9 of the approximately 20 employees within the Marketing Department.

As CX Lead you will work in an agile framework where you will manage roadmaps and execution of design sprints. You will handle strategic projects as well as solving ad hoc tasks and challenges, and you will prioritize these challenges compared to the resources within the organization to optimize the output of the marketing resources.

You will get the chance to:

- Innovate the global marketing strategy
- Be a world class CX-profile in the global market of affordable luxury goods

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- Deep dive in global trends of retail, omnichannel and unified commerce for affordable luxury goods and furniture
- Have a global workspace – from Herning
- Play an important, cross-organizational role with a number of stakeholders
- Work closely with c-level managers in the company
- Have a true impact of the development of a state-of-the-art omnichannel solution

Your profile

As CX Lead, it is expected that you come with advanced knowledge of CX and UX methodologies, and that you have confidence in providing strategic directions within CX, based on deep understanding of data. If you additionally have great understanding of service design methodologies, it is a huge plus – even though this is not a requirement. Furthermore, you have a track record of working with CX with B2C and in identifying valuable UX and CX opportunities in those relationships. You have experience with global brands and their design teams, and experience of acting as the internal stakeholders point of contact within CX.

As BoConcept is a global company, you are fluent in both written and oral English. You have the ability to manage multidisciplinary workshop and collaborative sessions, and to communicate CX strategies and translate behavioural insight into commercial opportunities and experiences to different part of the business. You find it easy to understand and translate complex challenges into elegant solutions, thus you possess strong negotiation and communication skills. Additionally, you deliver impactful strategic presentations with great confidence.

As a person, you have an eagerness to work collaborate, and you possess an inclusive mind-set towards colleagues in a supportive environment. To illustrate, the company headquarter in Herning acting as the “support office” and is named as “support office” to the whole value chain – the customers and stores are the important ones! Moreover, you are enthusiastic and have a huge amount of drive by which you easily find innovative ways of setting direction and creating new and original digital products and solutions. You hold natural leader skills and strive to stay ahead of new developments in order to improve processes.

At last, you have a desire to build and lead a strong CX-strategy and can see yourself represent an ambitious Marketing department at the “support office” by presenting inventive propositions to partners and colleagues at all levels of the business and value chain.

Interested?

If you would like to know more about the job please contact sr. consultant at Holm Marcher & Co., Klaus Henning D. Bjerkvold on +45 2670 9934 or khb@holmmarcher.dk