

*Do you have an extreme, obsessive, unwavering focus on customer experience? Do you thrive in a dynamic work atmosphere that strives for **excellence on a daily basis**? Are you motivated by innovative and forward-thinking ideas?*

Then you've got what it takes to succeed at CWD.

### **Online Customer Experience Analyst**

We are looking for a customer focused individual who thinks innovatively about customer strategies, is solution oriented, well versed with key CX data and analytics required for decision making, enjoys working in a fast-paced environment and loves collaborating with various departments in identifying customer pain points and turning each part of a customer's journey into a positive brand experience.

**The successful candidate will be responsible for:**

#### **Strategic Initiatives (30%)**

- Develop unique strategies based on new and emerging industry trends to improve overall customer's experience, increase sales and conversion and help customers self-serve via websites and marketplaces
- Lead/Participate in various collaboration initiatives with other departments such as journey mapping or product workshops to identify customer pain points during customer journey and assist with creating solutions
- Research competitor products and websites and compile information for internal review

#### **Customer Experience Reporting, Analysis and Solution Development (40%)**

- On a weekly basis review key analytics/data such as Google Analytics data/bounce rates/video engagement statistics/conversion and cart abandonment rates/engagement rates etc. Based on data reviewed create analysis and solutions to further improve website and user experience, reduce customer call drivers, return rates and increase conversion
- Review ongoing initiatives such as product review generation across various platforms to evaluate how to increase reviews online
- Create customer surveys as required by applying best practices for customer surveys and data collection; compile and analyze data and provide recommendations to appropriate departments for improvements

#### **New Initiatives & Projects (20%)**

- Participate in projects as a stakeholder and complete project related tasks as assigned
- Lead new initiatives; coordinate communication on new initiatives to keep stakeholders informed on progress of new initiatives. Establish and manage relationships with existing and potential vendors as need be

#### **Administration/Other Responsibilities (10%)**

- Create and analyze reports as required to assist with decision making
- Effectively complete other duties as assigned
- Assist with product testing, website testing and providing feedback on user experience as required
- Maintain vendor relationships; create purchase orders as maybe required

#### **The successful candidate requires:**

- Relevant University degree or college diploma.
- 5+ years' experience in a marketing or customer experience role in a B2C company
- Proven experience leading initiatives independently
- Driven/Passionate about end user customer experience
- Experience and/or a keen interest and understanding of electronics

**Competencies:**

*Technical Skills*

- You are proficient using Microsoft Office (Word, Excel, Outlook)
- You are customer focused and have a thorough understanding of emerging customer trends
- You are an expert in Google Analytics (or similar tools) and have used google analytics data for decision making
- You are familiar with journey mapping and other related concepts and have experience using them to pin point various pain points in a customer's journey
- You have a good understanding of NPS, CES or other related customer experience metrics

*Cognitive Skills*

- You are organized, detail oriented and have excellent time management skills
- You are able to prioritize your tasks well and have strong sense of urgency towards completing tasks within allotted deadlines
- You are excellent at problem solving, critical thinking and creating solutions
- You are analytical, creative and data driven

*Emotional Skills*

- You collaborate well with multiple departments and have good interpersonal skills
- You have a positive attitude and are easily able to overcome challenges
- You can stay calm, composed and focused during stressful times
- You are passionate about improving customers' experience and advocate for end user experience

If the above interests you, then apply to join a fast paced, creative, and energetic team!  
**Candidates who reside within a 45 minute commute of our office will be given preference.**

**Please note: This is a 40 hour a week position based at our headquarters in Niagara Falls, ON. This position does not provide an option to work remotely.**

**ABOUT US**

CWD designs, manufactures, markets and sells consumer electronics that enhance our lives.

As a pioneer in the markets of do-it-yourself video security, baby video monitors and wireless connectivity, we have successfully applied the principles of innovation and superior technology to a dynamic range of product categories. We are committed toward consistently exceeding consumer expectations and changing the way people think about:

- \* Baby Safety Devices
- \* Do-it-yourself Video Security
- \* Wireless Connectivity Products
- \* Home Theater Audio
- \* Retro Music Systems
- \* Clock Radios
- \* Karaoke Systems

**Vision**

We believe all people should be empowered.

**Mission**

We create the highest performing consumer electronics that are smart, simple, and stylish.

**Core Values**

Development: We value continuous learning that leads to positive change.

Efficiency: We are committed to new processes and techniques that improve results and create value.

Innovation: We embrace creativity, discovery, and a desire to Create What's Different. Accountability: We honour our commitments through ownership and display integrity when delivering results.

Excellence: We challenge ourselves to add value that goes beyond what is expected.

The letters 'CWD' are shorthand for the empowering philosophy that drives every aspect of what we do – Create What's Different.

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.