

CWD is a place for people that love to learn and grow. Our culture is challenging and collaborative. We give a deep sense of purpose to create amazing solutions that are truly different and empower our customers. Our goal is always to build strong, diverse teams of innovative people and give them the tools to succeed.

If you're ready for the opportunity to strive for excellence on a daily basis then you've got what it takes to succeed at CWD!

Online Customer Experience Analyst – Full Time

- Location: Niagara Falls, ON
- Working Hours: Monday – Friday, 8:15 am-5:00 pm on site
- Benefits: Full comprehensive (dental, medical and eye) 80/20 split-Family coverage
- Other perks: annual professional development fund, RRSP, fitness incentives, relocation expense, 50% off on CWD brands, team events & many more
- Company website: www.cwdlimited.com

About Us

CWD designs, markets & sells highest performance consumer electronics that are smart, simple and stylish. From high fidelity turntables to wireless video connectivity systems, we create innovative products that empower people. Our success is measured in our customer satisfaction ratings and cult-like following. We have been in business since 1961 and our creations can be found in millions of homes. Together in teams, as a company, as a community, we are committed to Creating What's Different. We are looking for a passionate 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 to create positive brand experience on our websites.

The successful candidate will be responsible for:

Strategic Initiatives (40%)

- Develop new strategies based on emerging industry trends to improve overall customer's experience, increase website conversion & customer engagement on websites
- Lead/Participate in various collaborative initiatives with other departments such as journey mapping to identify customer friction points on websites and create solutions to improve user experience
- Research other websites to gain new knowledge and understanding of best checkout strategies

Reporting, Analysis and Solution Development (30%)

- On a weekly basis review key Google Analytics data such as user engagement on pages, top landing pages, cart & checkout abandonment rates. Based on data reviewed create analysis and solutions to further improve website and user experience, reduce customer call drivers, return rates and increase conversion

- 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
- Complete website audits on a regular basis to identify issues and work with Logistics, Marketing and Web Developer teams to fix those issues
- Monitor UX video tool for any trends, issues or opportunities

New Initiatives and 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 requested to assist with decision making
- Effectively complete other duties as assigned
- Assist with product testing as required
- Maintain vendor relationships; create purchase orders as maybe required

The successful candidate requires:

- Relevant University degree or college diploma.
- 3+ years' experience in a marketing or user experience role in a B2C company
- Proven experience leading initiatives independently
- Advanced google analytics experience
- Driven/Passionate about end user customer experience
- Experience and/or a keen interest and understanding of electronics
- Proficiency using Microsoft Office (Word, Excel, Outlook)
- Thorough understanding of NPS, CES and other related customer experience metrics
- Analytical, creative, data driven, excellent problem solver & passionate about creating great user journeys

If the above interests you, then apply to join a fast paced, creative, and energetic team!