

Director of Customer Experience

Trail Appliances

Location: Richmond, BC

Family owned and operated since 1974, Trail Appliances is the leading independent appliance retailer in Western Canada with 15 stores in British Columbia, Alberta and Saskatchewan. Today, the company is the market leader excelling in providing unparalleled customer service, expert advice, the largest selection in Western Canada, and the most innovative products at a competitive price. Trail's Prairie stores are separately owned and operated from its BC stores. The British Columbia business has grown significantly and now requires a more seasoned customer experience professional to enhance its strong customer-centric culture, taking it to new heights and improving consistency across the entire organization.

Reporting to the President and Executive Vice-President for Trail BC, The Director, Customer Experience (DCE) will ensure Trail fosters unparalleled customer loyalty by providing exceptional experiences for customers at each touch-point.

Responsible for the Customer Support team and the Customer Service call-centre teams, the DCE will drive improvement to ensure the consistency and efficiency of customer care. Also, in collaboration with other member of the Senior Leadership Team, the new DCE will review all elements of the customer experience and work with the relevant department leaders to implement improvements.

The ideal candidate brings a track record of delivering exceptional customer experience program development with at least 5 years' progressively senior management experience. Experience in the development, management, and execution of customer retention programs and campaigns is a must. Additionally, experience managing a call-center environment in a high-growth field, managing and developing a customer service team and/or developing and monitoring Key Performance Indicators focused on customer experience is preferred. CRM experience is an asset. A degree/diploma in Business or a related field, or an equivalent combination of education, training, and experience is required.

Based in Trail's spectacular new head office in Richmond, BC, this is a tremendous opportunity for a customer experience professional to raise an already high bar to ensure Trail is consistently providing leading class customer service across all aspects of a complex retail and wholesale business and, soon to launch, eCommerce.

To explore this exciting opportunity further, please [click here](#).