



STUDENT ACTIVATION

# Global Vice President of Customer Experience and Engagement

**Executive:**

a person with senior managerial responsibility in a business organization who has the power to put plans into effect.

**Customer Service:**

assistance and advice provided by a company to the people who buy or use its products or service.

**Engagement:**

participation or involvement.

Imagine that people all over the world use your company's products. How can you make sure they are satisfied and will continue to be loyal? Your company probably has a **global vice president of customer experience and engagement**. This company leader ensures that customers have the best possible experience..

## WHAT IS A GLOBAL VICE PRESIDENT OF CUSTOMER EXPERIENCE AND ENGAGEMENT?

A **global vice president of customer experience and engagement** is an **executive** responsible for overseeing and managing the global daily operations of a company's **customer service** and **engagement** division. The vice president is also in charge of working with other company leaders to solve problems and create goals to help the company be successful. The vice president may be involved in hiring new employees, coaching them, and conducting performance reviews. The vice president has a high-level view of the customer experience and tries to improve how people feel about the company and its products or services.



# Global Vice President of Customer Experience and Engagement

STUDENT ACTIVATION (Continued)



## IS THIS A GOOD CAREER FOR ME?

Me	Global Vice President of Customer Experience and Engagement
I can prioritize what is urgent or important.	They have many responsibilities and must make difficult decisions.
I know my values and communicate effectively with others.	They speak for and represent the company.
I have a curious mind. I like to predict and solve big problems.	They are curious problem-solvers.
I am a strong leader and enjoy working with others.	They are leaders and enjoy working in teams.
I see the value in helping others.	They work to make customers' experiences easier or better.

How can a Global Vice President of Customer Experience and Engagement help me?	How can a Global Vice President of Customer Experience and Engagement help the world?
A global vice president of customer experience and engagement helps customers like you have the best experience possible. They make sure that a company understands customers' needs and listens to their feedback, as well as thinking ahead to what customers might need in the future.	The decisions made by a global vice president of customer experience and engagement affect many people. Their choices lead the company to create better products and services. These, in turn, help people all around the world to achieve their goals.

## WHAT ARE SOME SIMILAR CAREERS?

**Chief Executive Officer**—A Chief Executive Officer, or CEO, is the highest-ranking employee in a company. The CEO leads a team of executives that make decisions affecting the entire company and its operations.





### HERE ARE SOME WAYS TO PRACTICE THE SKILLS NEEDED TO BE A SUCCESSFUL GLOBAL VICE PRESIDENT OF CUSTOMER EXPERIENCE AND ENGAGEMENT:

- For one week, set a goal to practice being a leader. At the end of the week, discuss your experiences with a parent or teacher. You could:
  - Volunteer to lead a group project at school.
  - Lead the warm-up or practice for your sports team, choir, or band.
  - Take on an important classroom job.
  - Take the lead with certain household chores.
  - Or come up with your own idea!
- Be open to working with other people who are different than you.
- Help a family member or friend learn a new skill. Practice patience as you share your thoughts and recommendations.
- Practice active listening. Repeat what someone tells you and ask, "Did I understand you correctly?" to ensure you really "get" what they are saying.



### DO YOUR OWN RESEARCH ON THE TOPIC OF CUSTOMER SERVICE AND ENGAGEMENT

How can we help people enjoy their favorite products? How can we solve problems when the product or service doesn't work as it should?



---

---

---

---

---

---

---

---