

CUSTOMER JOURNEY SPECIALIST



TECHNOLOGY-

AND CLIENT-MINDED

YOUR STYLE

You're always up to date with the latest technologies. You know which apps, tools and products can improve your friends' and relatives' lives. You think in terms of innovation that can serve people. In that sense, you're a bit of a matchmaker. You are independent but you're not a lone wolf. Mingling and sharing your knowledge with the pack is what drives you forward.

WHAT DOES A CUSTOMER JOURNEY SPECIALIST DO?

You know what people want before they even do themselves. Your insightful knowledge of customer needs makes you determine which banking (digital) products should be designed and then developed for them. By mapping out every step of customers' journey, you work towards improving their overall experience with digital solutions. While you are the strategic kind of person, your real strength lies in your creative side. You translate your observations and understanding of customers into compelling solutions to make their banking and financial decisions easier to make. You've been following trends around digital, the Internet of Things and AI for a while and now get the chance to apply them to real business cases.

WHY DO YOU FIT?

Everything you do starts and ends with the customer in mind. You can connect with them like no other and identify with their world. Given your love for people, you also derive a lot of energy from working in multidisciplinary and multicultural teams. Broadening your and other people's horizons is at the core of your work.

WHAT CAN HELP YOU GET THERE?

- A combination of skills of a product manager, channel manager and marketer.
- Constantly building on the affinity with innovation, new technologies and their use in service design.