

## Josh Robertson

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**April 2015 – Present: Claims Customer Experience (CX) Journey Lead Designer, Allstate (Remote Work)** – Responsible for teaming up with researchers, product owners, technologists, etc. in an agile environment to design human-centered end-to-end journeys; crafting individual interactions down to the content users encounter; adhering to brand guidelines; challenging stakeholders to make data-driven decisions; continuously improving and innovating by synthesizing customer data and emerging best practices; integrating with enterprise journey management taxonomy; nurturing a service culture.

- Increased desired customer behavior 19.1pp by driving critical changes to the mobile app's user interface (UI)
- Reduced negative customer feedback by 62.3pp by conducting a quasi-experiment on a process change
- Added to a 31% reduction in customer complaints by systematically tracking and managing top app/UI-related irritants
- Augmented team's storytelling by developing a "most professional" visual framework for managing digital experiences
- Advanced a culture of customer-centricity by fashioning design principles to inform decisions and employee behaviors
- Simplified the customer journey's moment of truth by co-leading a project requested by the Chief Claims Officer
- Promoted analytical decision-making by launching an experiment to test a hypothesis that a costly practice is useless
- Motivated peers to embrace cultural 'customer service values' by teaming up with others to publish a curated playbook
- Aligned leadership and frontline employees to a customer-first transformation mindset by honing their goals and KPIs
- Bolstered a CX culture by managing the division's 'customer-centricity' program, educating others on best practices
- Improved CX insights-sharing by starting a countrywide forum for reps from dozens of field offices to collaborate
- Saved \$700K annually by managing a 'sprint' improvement initiative and leading implementation of opportunities
- Achieved recognition by successfully leading a team of 19 presenters at a national forum attended by 4K agents
- Instructed senior leaders on decision-making using causal & predictive analytics, partnering with Northwestern Kellogg
- Mitigated the risk of negative social media attention by making the case for changes to the customer care model

**March 2012 – April 2015: Senior Management Consultant, Allstate (Northbrook, IL)** – Responsible for developing relationships with internal business and IT clients; assessing client needs and identifying opportunities; conducting research; gathering and analyzing data; applying appropriate problem-solving methodologies and decision-making frameworks; facilitating current state discovery and future state design sessions; delivering improvement and innovation recommendations for increased effectiveness and greater alignment with corporate strategy.

- Earned the department's annual *Innovate & Improve* award by piloting methods for gathering voice of the customer
- Built an approach now viewed internally as the standard by leading a diverse team in customer journey transformation
- Broadened the department's service offerings by creating a framework for designing and managing customer journeys
- Matured CX design capabilities by developing proprietary curriculum, personally instructing and certifying others
- Identified by leaders around the company as an expert in journey mapping theory by being sought for coaching
- Expanded CX design methodology by devising a technique for conducting scenario-based analyses of journeys
- Helped to ensure a customer-friendly stream of communication by inventorying hundreds of templates used for emails
- Played a key role in saving \$60MM annually by facilitating a cross-functional group through difficult conversations
- Prevented potential fines of ~\$1MM daily by facilitating high-stakes workshops to ensure compliance with the law
- Chosen to fill the department's chief-of-staff role earlier in career than others by demonstrating leadership potential
- Honored by being selected to earn a master's-level diploma in consulting from an accredited London-based institution
- Boosted the IT division's global workforce by serving as chief facilitator of a workshop involving dozens of leaders
- Enabled the selection of a portfolio management model by navigating team through ambiguity to develop concepts
- Aided in the achievement of *World's Most Ethical Company* designation by planning the Chief Ethics Officer's strategy
- Initiated annual collection of feedback from 10K agents with B2B customers by leading a team in insights-gathering
- Furthered IT's capabilities by constructing a prototype tool for managing the capacity of its 4,120 employees

**July 2008 – March 2012: Management Consultant, Allstate (Northbrook, IL)** – Responsible for understanding client needs; seeing the big picture; researching and synthesizing findings; exercising critical thinking skills; developing a point of view and being willing to speak mind; engaging in constructive debate and providing recommendations; conducting proactive planning and risk/issue identification; building trust among teammates, peers, and clients across locations to move work forward; developing lower-level team members; maintaining and improving service methodologies.

- Credited as responsible for moving the EVP to declare journey mapping a strategic priority by establishing its value
- Deepened cross-channel consistency by defining the end-to-end sales process for 10K agents and 30K staff
- Met the division's charity fundraising goal of 55% employee participation by designing and coordinating a campaign
- Strengthened quality assurance by creating process governance and change-control procedures for document imaging
- Cultivated business acumen amongst 200+ young professionals by coordinating a multi-session strategy course
- Empowered the sales force by leading design workshops for the company's new sales lead management system

BS Industrial Engineering (with a double major in Economics) 2008, Northwestern University