

Josh Robertson

mrjoshrobertson.com / josh@mrjoshrobertson.com / linkedin.com/in/mrjoshrobertson

April 2015 – Present: Customer Experience Designer, Allstate (Northbrook, IL) – Responsible for developing the claims customer strategy to drive competitive differentiation; synthesizing multiple sources of data, including Voice of the Customer (VOC); partnering with teammates to pull insights from data on promoter-behavior and loyalty-drivers; coaching business partners on improving the end-to-end customer journey; integrating customer-centricity with field processes and employee education; measuring and monitoring program effectiveness; supporting leaders as culture-influencers.

- 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 participants
- Instructed senior leaders on decision-making using causal & predictive analytics, partnering with Northwestern Kellogg
- 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-related irritants
- Mitigated the risk of negative social media attention by making the case for changes to the customer care model
- Selected to be the division's product owner for digital experience by demonstrating future vision and innovation skills
- Augmented storytelling capabilities by developing a "most professional" framework for managing the digital ecosystem
- 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 data-driven 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 curated content
- Aligned leadership and frontline employees on a customer-first transformation mindset by honing their goals and KPIs
- Bolstered a culture of CX by managing the division's 'customer-centricity' program and training others virtually

March 2012 – April 2015: Senior Management Consultant, Allstate (Northbrook, IL) – Responsible for developing relationships with internal business and technology clients; assessing client needs and identifying key 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 with stakeholders; delivering improvement and innovation recommendations for increased effectiveness and greater alignment with corporate strategy.

- Prevented potential fines of ~\$1MM daily by facilitating high-stakes workshops to ensure compliance with the law
- Played a key role in saving \$60MM annually by facilitating a cross-functional group through difficult conversations
- 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
- 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 consulting service offerings by creating a customer experience design methodology
- Boosted the IT division's global workforce by serving as chief facilitator of a workshop involving dozens of leaders
- Enabled the selection of a new portfolio management model by navigating team through ambiguity to develop concepts
- 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
- Aided in the achievement of *World's Most Ethical Company* designation by planning the Chief Ethics Officer's strategy
- Enhanced a senior officer's ability to execute within his new area of responsibility by crafting new visual dashboards
- Helped to ensure a customer-friendly stream of communication by inventorying hundreds of templates used for emails
- Initiated the 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; conducting research 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.

- Met the division's charity fund-raising goal of >55% employee participation by designing and coordinating a campaign
- 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
- 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