

ROLE: Global Customer Experience Manager

LOCATION: London, UK

TYPE: Full time

EXPERIENCE: Mid-Senior Level

JOB FUNCTION: General Management



BIMA

BIMA OVERVIEW

We use disruptive mobile technology to bring insurance and health services to consumers at the bottom of the pyramid, on a scale never seen before. In just six years, BIMA has established itself as one of the fastest-growing and most innovative companies in emerging markets. We already have thriving operations in 15 markets across Africa, Asia, Latin America and the Caribbean, with 33 million subscribers registered to date. We continue to show a strong growth trajectory, adding over 575,000 new customers per month.

The company is led by a dynamic group of young entrepreneurs seeking to disrupt the industries in which we work and democratize access to vital services for billions of underserved families. We are looking for a talented, intelligent and adventurous individual who thrives in a fast-paced environment.

Joining BIMA at this stage of its journey provides you with an opportunity to truly influence the strategy of a global, growing business. We are a vibrant company where ideas and passion are welcomed and you get real responsibility from day one.

BIMA has been featured in [CNBC](#), [The Economist](#), [Wired](#), [Financial Times](#), [The Guardian](#) and has won several awards including the [MasterCard Foundation Global Prize](#), the [Mondato Asia Social Impact Awards](#), [Africa Business Awards](#) and the [FT Transformational Business Award](#). Please visit www.bimamobile.com to learn more about BIMA and our success to date.

THE ROLE

The Global Customer Experience Manager will play an instrumental role in improving BIMA's customer experience. They will be responsible for refining BIMA's approach to gathering and utilising customer insights, measuring and improving customer satisfaction and churn, and optimising core customer touchpoints and journeys. The Customer Experience Manager will also be responsible for implementing these systems in BIMA's markets together with existing Country Managers.

Specific responsibilities include:

- Define, evolve, and drive implementation of BIMA's customer experience strategy;
- Ensure that the voice of the customer and customer insights perspectives feed into every aspect of BIMA's business;
- Oversee the implementation and continuous enhancement of the metrics and approach BIMA uses to measure customer experience and satisfaction across the customer



- lifecycle;
- Lead analysis to quantify the impact of customer experience improvements on core financial and operating KPIs;
 - Work with Country, Technology, Product and Operations teams to map and optimise core customer journeys resulting in improvements in customer satisfaction, churn, and customer lifetime value;
 - Design and create the business case to support initiatives to improve and reward customer loyalty;
 - Support the sharing of best practices across markets;
 - Travel required; upon launching products time will need to be spent in BIMA's markets.

THE CANDIDATE

Overall, this person must be attuned to value the details as well as be able to understand and drive towards the big picture. The ability to manage ambiguity and think analytically and quickly in a fast-paced environment is essential.

Experience:

- Fluency in English is required, comfort in French and / or Spanish is a plus;
- At least 5 years of experience working in a customer experience role including hands-on experience mapping and optimising customer journeys and gathering and deploying customer insights;
- Strong analytical, problem solving, and quantitative skills;
- Strong communication skills;
- Fully proficient with MS Excel, PowerPoint, Word
- Demonstrated leadership skills including the ability to build partnerships and successfully manage external and internal stakeholders in a multicultural context;
- Experience working in emerging markets is a plus;
- Master's degree in Business Administration or related advanced degree is a plus.

WHY BIMA?

BIMA has a very distinct culture. We like people who are smart and independent, but we don't like ego. We share our ideas as readily as we do our opinions, and are respectful when doing so. We are driven and ambitious but most importantly we never lose our sense of humor.

Everyone in the BIMA team shares a passion for adventure. We look for bold people who love to travel, experience different cultures and try new things.

Our recruitment process is rigorous, but it has helped us build an impressive, dynamic team that shares a strong bond. If you match the profile described above we want to hear from you.

Please send a CV and a cover letter to careers@milvik.se

Note that applications without a cover letter will not be considered.