

Melinda Roberts

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Summary

Customer Experience leader with 10+ years of experience building and scaling customer-facing organizations. Leads 80+ person organization with responsibility for CX strategy, performance management, vendor partnership and executive reporting. Proven track record of improving customer satisfaction, reducing support volume and churn, building scalable operations and partnering cross-functionally to improve the customer and business journey.

Skills

Customer Experience Strategy · Support Operations · BPO Management · CX Analytics · KPI Development · Budget Management · Vendor Management · Customer Journey · Process Optimization · Quality Assurance · Training and Enablement · Team Leadership · Cross-Functional Leadership · Retention

Work Experience

Dr. Squatch

Senior Manager of Customer Experience | September 2024 – Present

- Led an 80+ person CX organization supporting 60K+ customer contacts monthly across Tier 1, Tier 2, Technical Support, and BPO operations.
- Own CX strategy and performance, including workforce planning, vendor management and operational planning.
- Drive CX automation strategy, reaching a 35%+ AI automation rate with a 97% CSAT.
- Develop and manage CX KPIs, QBRs. and executive reporting to monitor customer experience, operational performance and business priorities
- Build scalable workflows, SOPs, and training programs and quality processes that improve consistency and enable the organization to support growing customer demand.

Hype

Manager of Creator Success | November 2022 – January 2024

- Led the Customer Success team and managed customer relationships, achieving 95% CSAT and reducing churn by 25%.
- Built and launched the company's Help Center, reducing customer support volume by 15% while improving response time by 33%.
- Partnered with Product, Marketing and Engineering teams to execute cross-functional initiatives and improve the customer experience.
- Developed coaching and mentorship programs to improve team performance, employee development and customer outcomes.
- Created marketing campaigns in partnership with the Director of Marketing.

SimplePractice

Manager of Customer Success | October 2021 – November 2022

- Led Customer Success org supporting 18K tickets per month, overseeing 5 team leads and 75+ customer success representatives across onboarding and core support functions.
- Maintained a 95% CSAT and 80 NPS while developing strategies to improve customer experience, team performance and operational efficiency.
- Lead the launch of a self-service Help Center that reduced incoming ticket volume by 22%, eliminating ~4,000 tickets and 4,000 hours of ticket-handling work per month based on average handle time.
- Developed and implemented KPIs including CSAT, NPS, cNPS, eNPS, FiRT, FuRT, and churn, translating performance data into G-Suite insights.

Customer Success Education & Quality Lead | SimplePractice | March 2019 – December 2021

- Led reporting, quality, training and enablement initiatives for the Customer Success organization.
- Developed training and knowledge programs supporting employee onboarding, ongoing development and operational consistency.
- Designed long-term quality and training strategies aligned with business objectives and customer satisfaction goals.
- Managed quarterly goals and daily priorities for the Education and Quality organization,

Technology

Gorgias · Zendesk · Salesforce · Freshdesk · SQL · Looker Studio · Jira · Linear · Asana & Monday.com · Klaviyo · Customer.io · Usersnap · Klaus · MaestroQA · PlayVox · Guru · Lessonly · Google Workspace · Aftership · Notion · Slack

Languages

English

German – Beginner