

Experience

June 2019 - Present

IVECO Group (FPT Industrial) – (Turin, Italy)
Customer Journey and VoC Manager

- Developed **customer journey mapping** for all different customer profiles (Dealer, Global OEM, End-User)
- Responsible for **worldwide customer satisfaction program deployment** to understand customers' needs and pain points (RNPS, TNPS etc)
- **Benchmarking** responsible to understand company positioning towards competitors working with internal information and external global market research players
- Data analysis to identify **actionable insights** and development of the improvement plan **along with Commercial and Technical teams** to address business priorities
- Leader of **cross-functional Customer Experience committee** to update in a structured way different departments and follow-up improvement plan
- Responsible for **Customer Centricity Culture** deployment at global and country level
- Cascade results within the interested business units and share main findings on **customer insights to Steering Committee**
- Designed and launched **new services** basing on customer needs and expectations (such as telematics services and technical support remote assistance)

September 2017 - June 2019

Arval Italy – BNP Paribas Group (Milan, Italy)
Customer Feedback Team Manager

Working within Customer Insights team reporting to GM After Sales Italy:

- Responsible for a **team of 6 people** (2 analysts, 4 customer care specialists)
- Responsible for **customer satisfaction surveys deployment** (NPS & Transactional) and complaints management
- Managed and approved **complex customer complaints** with considerable amount of money
- **Defined policies & rules** to manage customer complaints over several touchpoints (maintenance, body repairs, tyres, end of contract penalties)
- **Developed customer journey** for all different customer profiles (private customers, small & medium companies, International companies)
- **Deployment of transactional surveys on main touchpoints** (order & delivery, maintenance, breakdown, tyres, insurance)
- Statistical analysis to understand main **pain points throughout customer experience** working with CX tool provider (Satmetrix)
- Coordinated the **Improvement plan** across different business areas (Operations, Commercial, Delivery)
- Reporting over main customer quality KPIs for the Board of Directors
- Recruited for "BNP Paribas Global Leaders for Tomorrow" international initiative

December 2015 - August 2017

Arval Italy – BNP Paribas Group (Milan, Italy)
Service Quality Specialist

Working within the Customer Insights team reporting to GM Marketing Italy:

- Responsible for the Net Promoter Score (NPS) questionnaire deployment with a focus on monitoring the Likelihood to Recommend Arval
- Frequent meetings with Sales Manager to share main evidences over NPS & Complaints
- Responsible for KPIs consolidation over Complaints performance
- Responsible for root cause analysis over Complaints Management Cases
- Maintaining relationship and providing analysis/data to Arval Corporate Office
- Coordinating and supervising the daily activities of the current Service Quality Analyst

2014-November 2015	Arval Italy – BNP Paribas Group (Milan, Italy) Service Quality Analyst
	<p>Worked within the Customer Insightsteam reporting to GM Marketing Italy:</p> <ul style="list-style-type: none"> • Creation of post event surveys over different business steps (delivery, maintenance and mechanical breakdown, body shopfixing, tyres management, end of contract) • Creation of body shop and garage incentive scheme and bonuses calculation • Monitoring of Supplier Network performances through dashboards and reporting to GM Operations Management monthly • Provided detailed analysis to commercial team leaders over their customer portfolio
June 2013- December 2013	Nissan Italy Headquarter (Rome, Italy) Customer Quality Intern
	<p>Worked within a team reporting to GM Customer Quality Italy:</p> <ul style="list-style-type: none"> • Analysed dealer by dealer quality performance across Italy, measured customers' satisfaction over dealers' sales and after sales processes • Built customer satisfaction indexes to assess dealers' trend over main KPIs and calculated their performance bonuses • Prepared and discussed with Quality Manager and GM Quality full presentations to summarize dealers' results and propose detailed, concrete action plans to improve performances • Provided support with ad hoc analysis to Quality Area Managers
March 2012- September 2012	Daimler Bus&Coach Headquarter (Coventry, U.K.) Marketing and Communication Intern
	<p>Worked within a team reporting to GM Sales and Marketing UK:</p> <ul style="list-style-type: none"> • Designed and developed customer satisfaction questionnaire to identify the drivers of customers purchase decision, analyse customers' happiness with Daimler's special offers • Supported sales team by answering customer questions about vehicles technical features • Planned sales campaigns through different vehicles exhibitions and fairs (EvoBus UK Open House event, Mercedes-Benz Van Experience 2012) • Analysed competitors' media strategies • Wrote press releases, dealt with press, updated company website withmarketing materials
Education	
Gen 2011 – Mar 2014	UNIVERSITÀ' DI PISA(Pisa, Italy) Master in Marketing and Market Research, 110/110. Thesis contents: customer relationship management, customer satisfaction and loyalty, partly focused on the Daimler UK internship experience.
Sep 2006 – Nov 2010	UNIVERSITA' DI PISA(Pisa, Italy) Business Administration degree, 104/110. Several "on the field" projects completed among which afield study to investigate WIND (third Italian mobile communication firm) new tariff plan to increase its Internet Key diffusion (mark 30/30).
Academic year 2008 – 2009	UNIVERSITY OF DURHAM(Durham, U.K.) 6 exams taken (mostly business and economics) during 1-year exchange program with Pisa's University. Marketing project to understand Durham's students purchase behavior towards University official merchandising , first class mark . Hatfield college membership, involvement in college's social and sport activities.

