



Jessica Cryer – VP, Business and Customer Strategy, CSPN

Jessica Cryer is a sharp and experienced Customer Experience consultant who has a passion for helping businesses create, design, build, and execute strategies that will make a tangible difference. As the *VP, Business and Customer Strategy*, Jessica is responsible for managing a Customer P&L and leading a team in identifying, developing, and executing customer and category growth opportunities through the use of relevant and personalized marketing and sales strategies. Jessica also plays an integral role in leading consulting initiatives that reshape customer-centric thinking and management across organizations.

Prior to joining CSPN, Jessica worked at Monitor Deloitte leading strategy projects for major Canadian financial institutions. Her passion for customer experience led her to Idea Couture, where she focused on customer experience innovation and transformation. Jessica is driven by the opportunity to conceive and build memorable customer and employee experiences, linking disciplines from Strategy, Human Resources, and Service Design to produce desired business outcomes.

Client Profile / Testimonial

We approached CSPN to help us when our company decided to launch a Customer Journey Project. Using CSPN helped to ensure that our project followed best practices and used the most effective methodologies. Jessica's background and expertise were invaluable in assisting us with the planning and execution of our project. She was an excellent facilitator for our many workshops and provided the content and templates that created the framework of our Customer Journey Map. Her strategic guidance ensured that our project was completed on time and that we are set up for success as we move to start implementing the many customer improvements she helped us to identify. We will definitely look to CSPN again in the future for support for any of our future customer impacting initiatives!

Jaime – Enercare

CSPN Company Profile

CSPN is a leading provider of training programs, consulting services, and networking opportunities, designed to empower organizations and harness the competitive advantage of delivering exceptional customer experiences. We know that your organization's success starts with your employees. To help employees be great at what they do, we have mapped out a Learning Journey that has over 50+ courses on customer service/ experience, sales, management, leadership and personal excellence, all to ensure that your team is performing at their personal best and with a customer-centric mindset. We work with organizations to create customer service and customer experience strategies, build customer journey maps, create & analyze customer/ employee and industry benchmark surveys, and assess and optimize contact centers.

To support on-going learning outside of the classroom, we bring together people from all industries through a series of networking events, conferences, breakfast meetings, and public sessions. Along with our training, we offer award-winning and industry-recognized Customer Service Designations for customer service professionals.

The success of your organization starts with your people. We start by understanding your needs and creating customized solutions that are right for you. Organizations receive practical training, consulting and networking services that establish permanent and increased growth. Client interaction has been at the core of our work and will continue to be for years to come. Over the years, we have worked with hundreds of organizations, causing our award-winning programs to be recognized by industry professionals as some of the best in the world.

Our members receive discounted rates and other exclusive benefits for our programs and services, but you do not have to be a member to work with us. We invite you to be a part of our family, and enhance your customer experience today!

Website

<http://www.mycspn.com/>

Headquarters

Toronto, Ontario