

nualtra

ROLE PROFILE

Customer Experience Manager

UK Remote | Reports to Marketing Director

Mission

To make Nualtra the company dietitians love dealing with, through exceptional service, effortless communication and a commitment to resolving every issue quickly.

This is a customer experience role with the freedom and responsibility to challenge existing ways of working, remove friction and introduce better systems, processes and service standards. You will own the end-to-end customer experience across UK & Ireland, lead our outsourced virtual assistant customer service team and work across departments to resolve issues quickly, prevent repeat problems and turn excellent service into a genuine competitive advantage.

Key Performance Indicators

- Customer accessibility: ease of contact, response availability and channel performance.
- Speed and quality: first response time, resolution time, service level achievement and overdue ticket backlog.
- Customer outcomes: customer satisfaction (CSAT), complaint resolution quality, repeat contacts and avoidable escalations.
- Operational excellence: virtual assistant quality scores, knowledge-base coverage and automation/process improvements.
- Commercial/customer impact: Altralife reviews, loyalty engagement and relevant retention or repeat-purchase trends.
- Continuous improvement: evidence of completed initiatives, reduced recurring issues and improved dietitian feedback.

Specific targets and baselines to be agreed with the Marketing Director after reviewing current performance.

Knowledge, Skills & Experience

- Strong interpersonal skills, with experience in customer service or customer experience desirable.
- Confident using CRM/helpdesk tools, reporting dashboards and workflow automations; Freshdesk experience advantageous.
- Excellent communication, judgement and complaint-resolution skills with a customer-first mindset.
- Commercial awareness and comfort working across both professional healthcare and direct-to-consumer audiences.
- Highly organised, data-driven and able to prioritise competing operational and improvement work.
- Proactive, ambitious and empowered to challenge the status quo and drive meaningful change.



Key Objectives



1 Customer Experience Strategy & Continuous Improvement

- Define and deliver a customer experience strategy for Nualtra; map the customer journey, identify friction points and proactively redesign processes to make contacting us, ordering and resolving issues effortless.
- Set clear service standards across email, telephone, web, social and other customer contact channels; recommend and implement change where required.
- Champion the voice of the customer, using feedback, complaints and service data to drive improvements across marketing, sales, operations and fulfilment.

2 Customer Support Operations & Virtual Assistant Leadership

- Lead and performance-manage the outsourced virtual assistant team, including onboarding, training, quality assurance, scheduling and clear ownership of work.
- Ensure customer enquiries are handled promptly, accurately and with a consistently helpful, empathetic and professional tone.
- Own Freshdesk operations: ticket queues, forms, routing, automations, knowledge articles, escalations, overdue tickets and closure standards.
- Take ownership of complex or sensitive escalations and ensure clear handoffs to the appropriate internal teams; maintain a documented complaints process.
- Build scalable processes, standard operating procedures and self-service resources, while retaining a genuinely personal service.

3 Nualtra Customer Experience

- Make it exceptionally easy for dietitians and healthcare professionals to reach the right person and get reliable answers and fast resolutions.
- Partner with Sales Account Managers, sample service, supply chain and other teams to identify and resolve recurring service issues.
- Collect dietitian feedback and use it to recommend improvements that strengthen confidence, relationships and advocacy.



Key Objectives



4 Altralife D2C Service, Orders & Programmes

- Oversee the customer experience from pre-purchase enquiries through ordering, delivery, aftercare, cancellations, returns and refunds, with clear responsibilities for the team.
- Manage service-related website and customer programme updates, including NHS provider programme pages, provider enquiries and order issues.
- Coordinate discount code creation and communications for relevant healthcare/NHS programme partners.
- Manage operational setup of short-dated product offers and associated SKUs/pages with the relevant e-commerce and operations colleagues.
- Monitor and improve the Altralife loyalty programme, including benefits, points adjustments and customer discounts.

5 Community, Reputation & Customer Relationships

- Oversee the Altralife Facebook community, including membership, moderation, responses, content coordination, Q&A activity and capturing customer insights.
- Monitor and respond to Trustpilot and other relevant reviews, celebrating positive feedback and resolving negative experiences promptly.
- Work with Marketing on customer communications that build trust, retention, loyalty and repeat purchase, while ensuring service-led messaging is accurate and useful.

6 Reporting, Governance & Cross-Functional Leadership

- Create a regular customer experience scorecard and report trends, service performance, root causes, actions and outcomes to the Marketing Director.
- Own a prioritised improvement roadmap and collaborate with Sales, Marketing, E-commerce, Operations, Regulatory/Quality and external suppliers to deliver it.
- Ensure personal data, refunds, complaints and any product-quality or safety concerns are handled through appropriate, compliant processes; promptly escalate clinical or regulatory matters to qualified teams.