

Nicole Peck

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SENIOR CUSTOMER SUCCESS MANAGER | CLIENT EXPERIENCE STRATEGIST *Driving Retention, Adoption, and Operational Excellence in SaaS & Service Industries*

PROFESSIONAL SUMMARY

Award-winning **Senior Customer Success Leader** with 10+ years of experience maximizing client lifetime value (CLTV) and operational efficiency. Proven track record of **reducing churn** and driving a **20% increase in CSAT** through proactive relationship management and data-driven process improvements. Expert in "Scalable Success"—architecting self-service resources (e.g., The ZenBook) and internal knowledge bases that reduce support volume and enhance user adoption. Combines deep **SaaS implementation experience** with a background in **business operations management**, offering a unique ability to align customer goals with organizational P&L objectives.

CORE COMPETENCIES & TECHNICAL SKILLS

- **CS Strategy:** Customer Journey Mapping, Churn Mitigation, Onboarding & Implementation, Renewals & Expansion, Voice of the Customer (VoC), Net Promoter Score (NPS) Optimization.
- **Operations:** Knowledge Base Development, Process Automation, Escalation Management, Cross-Functional Collaboration (Product/Eng/Sales), Change Management.
- **Tech Stack:** Salesforce, Jira, Slack, Zendesk, Google Workspace (G-Suite), ZoomInfo, Asana.

PROFESSIONAL EXPERIENCE

ZENBUSINESS | Remote *FinTech SaaS platform for business formation and management.*

Senior Customer Success Manager | *Apr 2023 – Present*

- **Recognition:** Two-time winner of the "ZenGuardian Award" (Nov 2023, Sept 2024) for exceptional customer advocacy and cross-functional leadership.
- **Scalable Innovation:** Architected and launched "**The ZenBook**," a comprehensive self-service resource center used by **1,000+ employees and customers**. This initiative significantly reduced ticket volume and streamlined user onboarding.
- **Retention Impact:** Engineered a proactive engagement model that drove a **20% improvement in Customer Satisfaction (CSAT/NPS) scores** within the first year.
- **Churn Mitigation:** Spearheaded cross-functional "Save Squads" with Product and Engineering, translating critical customer feedback into roadmap features that directly addressed churn triggers.
- **Lifecycle Ownership:** Manage end-to-end customer journey for high-value accounts, overseeing implementation, adoption, and renewal strategies to maximize lifetime value.

QURATE RETAIL GROUP | Remote *Global media and retail leader (QVC/HSN).*

Product Specialist | *Nov 2022 – May 2023*

- **Product-Market Alignment:** Acted as the primary liaison between the user base and internal Product teams, translating qualitative customer feedback into actionable roadmap priorities.
- **Adoption Growth:** Led user education initiatives that resulted in measurable increases in feature adoption and platform utilization.

Customer Service Advocate | June 2020 – Nov 2022

- **Performance:** Consistently maintained a **95%+ CSAT rating** across high-volume support channels (Voice, Chat, Email).
- **Efficiency:** Recognized for maintaining the highest "First Contact Resolution" rates in the cohort by rapidly diagnosing complex user issues.

ADVANTAGE PEST CONTROL | Schenectady, NY Office Manager | *Apr 2014 – Dec 2019 Served as the operational backbone for a high-growth service business, enabling scale that led to a successful strategic exit/acquisition.*

- **Retention Strategy:** Designed and executed a customer lifecycle strategy that increased client retention by 20%, directly impacting Annual Recurring Revenue (ARR).
- **Process Optimization:** Overhauled billing and scheduling workflows, reducing administrative overhead by 30% and eliminating billing leakage.
- **Team Leadership:** Hired, trained, and mentored support staff on CRM best practices and conflict resolution, establishing a culture of "Customer Obsession."
- **Exit Prep:** Standardized all operational data and reporting, creating the structural integrity required for the company's eventual acquisition.

SPECTRUM | Schenectady, NY Billing Operations Specialist | *Feb 2012 – Apr 2014*

- **Process Improvement:** Designed a new Fraud Intake Workflow that reduced account transfer errors and improved inter-departmental efficiency.
- **Knowledge Management:** Revamped the internal billing knowledge base, reducing new-hire training ramp time by 30%.

AWARDS & PROFESSIONAL HIGHLIGHTS

- **ZenGuardian Award Winner:** Nov 2023 & Sept 2024 (Awarded for top-tier performance and advocacy).
- **Process Architect:** Creator of the "ZenBook" & Spectrum Fraud Intake Form.
- **Key Metric Driver:** consistently holding 95%+ CSAT and driving 20%+ retention improvements.