



Pauline Delalandre

Customer Experience Director

📍 London, UK

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Languages

French (Native)

English (Native)

About

Dynamic and accomplished Senior Customer Experience Director with over 15 years of expertise in leading customer care teams and driving strategic initiatives that enhance customer satisfaction in various digital industries. Proven ability to manage large teams, develop and implement customer-centric strategies, and collaborate cross-functionally to ensure seamless service delivery. Adept at analysing customer feedback and KPIs to continuously improve service offerings. Passionate about fostering strong client relationships and advocating for a customer-first approach across the organisation.

BRANDS WORKED WITH

easyRoommate

Warner Bros. Discovery

Experience



● Senior Customer Experience Director

Warner Bros. Discovery | Jul 2017 - Dec 2023

Promoted 3 times from CX Manager to CX Senior Director between 2017 and 2021 July 2017 - PRESENT Leadership

- **Team Leadership and Strategy:** Led the strategic direction of the team, set and maintained OKRs, and consistently delivered business results. Actively participated in the senior leadership team, contributing to company-wide decision-making and strategy development.
 - **Global Operations Management:** Championed operations excellence by elevating the visibility, performance, and strategic importance of CX operations across the organisation. Expanded operational remit, enhanced cross-functional relationships, and ensured seamless integration with product, engineering, and legal/compliance, marketing and comms teams.
 - **Customer Service Leadership:** Directed an international team responsible for delivering top-tier customer service across EMEA, LATAM, and APAC regions. Focused on scaling operations, optimising performance, and achieving high customer satisfaction rates through effective leadership and strategic initiatives. Operational Excellence
 - **Operational Process Optimization:** Pioneered the implementation of business process improvements, significantly reducing resolution times and improving customer satisfaction. Developed SOPs and integrated new technologies to streamline operations, leading to a reduction in technical issue-related queries by over 90%.
 - **Project Management Excellence:** Led large-scale, cross-functional projects, including the customer operational setup for global events like the Olympics and multiple mergers. Demonstrated excellent project management skills by delivering complex projects on time and within budget.
 - **Vendor and Partnership Management:** Successfully managed relationships with external partners, including negotiation of multi-million dollar contracts, and ensured alignment with company objectives. Led commercial negotiations, future product development, and BAU partnership management, securing the right partners at optimal costs to support rapid scaling. Partnerships
 - **Strategic Partnership Management:** Oversaw the management of all external partnerships to support complex joint-ventures and expansions, ensuring alignment with business goals.
 - **Contract Negotiation and Commercial Strategy:** Played a key role in negotiating large-scale contracts and overseeing complex commercial evaluations. Successfully consolidated and renegotiated contracts, achieving significant cost savings while maintaining strong partner relationships.
- Product Operations
- **Cross-Functional Collaboration:** Acted as the key liaison between product/engineering, operations and legal/compliance teams, driving the development and execution of operational processes to improve systems and meet business objectives. Led initiatives such as Voice of the Customer programs to operationalise insights and improve customer satisfaction & NPS scores, ensuring that success measures were in place and OKRs were consistently achieved.
 - **System and Process Integration:** Directed the integration of customer

support systems, including Zendesk and Salesforce, to provide seamless omni-channel support. Implemented automation and chatbot strategies tailored to specific issues, prioritising fast resolution and customer satisfaction.



● Customer Experience Manager

easyRoommate | May 2012 - Dec 2016

Promoted 3 times from CS Team Lead to CX Manager between 2012 and 2016. May 2012 - December 2016

- Team Management: Managed a team of in-house and outsourced specialists, including social media and CRM experts.
- Moderation Strategy Enhancement: Enhanced the site's moderation strategy, detecting 95.96% of fraudulent behaviour.
- Loyalty Programs Design: Designed loyalty programs that improved sign-ups, customer lifetime value, and revenue.

Education & Training

2017

● Prince 2

Project Management Certification,