



Jaki (Altagracia) Maurey-De-launay

Strategic Leadership | Customer-Centric Approach | Operational Excellence | Data Analysis and Decision-making

📍 London, UK

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

French (Work Proficiency)

Spanish (Native)

About

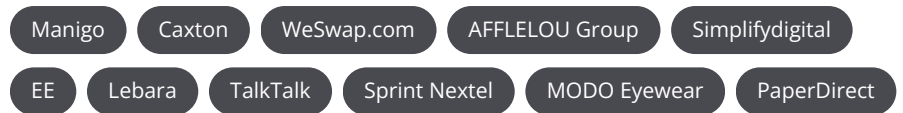
With a solid background spanning Fintech, Telecommunications, Manufacturing, and Retail sectors, I excel in driving organizational change, fostering durable teams, and crafting pragmatic solutions for intricate challenges.

Equally at home in start-ups and established enterprises, I am distinguished by my hands-on approach and proficiency in transforming challenges into efficient operations.

I am an expert in:

- Enhancing business performance and value for customers through strategic management of internal resources and third-party stakeholders, all supported by data and technology-driven decision-making.
- Fostering organizational cultures and capabilities by implementing collaborative people strategies that inspire employee buy-in and a shared sense of purpose. Prioritizing inclusion, development, and engagement to drive performance and retention.
- Helping define business vision and strategy, and translating them into cost-effective operational plans. Developing efficient, scalable, and resilient infrastructures to support business activities and growth.

BRANDS WORKED WITH



Experience



● Chief Operations Officer

Manigo | Aug 2022 - Apr 2024

Ensured that the delivery of services provided by Manigo, met stringent quality standards and complied with regulatory requirements (FCA, GDPR, PSD2)

Directed day-to-day operations (Onboarding, Client Support and sales teams) driving efficiencies to fuel sustainable business growth.

Instrumental in defining and implementing KPIs to drive business performance

Crafted and implemented strategic initiatives, spanning Product Development, Tech, and Compliance.

Fostered seamless operational relationships with third-party vendors and B2B partners, ensuring alignment and scalability.

Championed a customer-centric approach, resulting in enhanced revenue through loyalty and retention.

Acted as a catalyst for organizational change, garnering cross-company agreement on maximizing customer value.

Established a culture of service excellence, fostering a scalable and mobile team dedicated to delivering superior outcomes.

Defined and monitored service levels for partners and vendors, ensuring adherence through regular oversight and reporting.



● Chief Customer Officer

Caxton | Jan 2022 - Jun 2022

- Designed a customer-centric ideology and methodology to run across all touchpoints for Caxton clients
- Served as a catalyst for change, garnering cross-company agreement on delivering maximum value to customers.
- Led cross-company initiatives (Training, SLA alignment, Customer Journey Mapping, and Technology integration) to deliver optimal customer experience and service consistency.
- Established frameworks for service delivery excellence and monitored performance metrics for continuous improvement.

● Chief Operating Officer

WeSwap.com | Oct 2015 - Dec 2021

- Spearheaded overall strategy, focusing on customer experience, operational excellence, and regulatory compliance.
- Orchestrated cross-departmental collaboration to develop and enhance systems, processes, and controls for streamlined operations and enhanced efficiency
- Accountable for defining, communicating, managing projects, and launching the implementation of compliance regulations, including PSD2, GDPR, and 4th and 5th AMLD
- Cultivated collaborative relationships with vendors across Europe and India, while optimizing processes and driving cost efficiencies to enhance overall performance.
- Implemented self-serve options and proactive campaigns, resulting in improved customer satisfaction and increased repeat use.
- Successfully launched global spend, expanding product utility and enhancing customer experience.
- Played a pivotal role in the delivery of online security enhancements, increasing successful transactions and overall spend.
- Through enhancements in call handling procedures, IVR updates, product feature refinement, and improved user experience, I successfully reduced the Cost per Call by 70%.
- Comprehensive Oversight of Customer Service, Operations, Compliance, Product UX, and Supplier Relationships

● Head of E-Customer Service

AFFLELOU Group | Dec 2014 - Sep 2015

- Spearheaded vendor relationships, overseeing project rollouts, performance reviews, and contract negotiations.
- Defined and maintained customer journey, targeting strategy, and product management for web and video chat interactions, ensuring optimal user experiences.
- Led User Acceptance Testing (UAT) and successfully implemented video chat functionality on the e-commerce site (Live)
- Implemented an additional online chat channel, resulting in a 5% increase in overall customer satisfaction.
- Took charge of recruitment, training, and performance management for the online Optician team, fostering a high-performing culture.
- Provided comprehensive KPI reporting to the executive team in France and Spain, delivering insights in their native languages for strategic decision-making
- Identified and prioritized key enhancements and developments for the e-commerce platform and back-office applications, driving continuous improvement.



● Offline Sales Director

Simplifydigital | Aug 2013 - Sep 2014

Enhanced Operational Relationships: Acted as primary liaison with key suppliers, fostering collaboration to develop successful acquisition and retention campaigns, surpassing targets.

Conducted monthly performance review meetings to strategically optimize relationships with suppliers

Increased Conversion Rates: Elevated "go-live rate" across all sales functions, increasing conversion from 32% to 41% within six months. Implemented strategic initiatives including partner training and restructuring of bonus schemes.

Improved Operational Efficiency: Managed internal teams responsible for Customer Service, Data Processing, and Quality Assurance, resulting in an increase in Customer Satisfaction (CSAT) from 67% to 82%. Implemented robust quality assurance processes and established a dedicated QA operations team

● Head of Managed Channels

EE | Apr 2011 - Sep 2012

- Oversaw call center performance reports, efficiently collecting, analyzing, and summarizing data to drive strategic decisions.
- Managed a budget of approximately £1,400,000 annually for the sales and retention area, ensuring effective allocation and utilization of resources.
- Coordinated and established annual sales and retention targets across

managed channels, fostering alignment and accountability.

- Led communication, briefings, and training sessions for sales and retention centers, facilitating seamless change management initiatives and enhancing operational efficiency.
- Played a key role in refining operational procedures related to the launch of a new CRM system, ensuring smooth implementation and improved workflows.
- Instrumental in achieving a flat base in September 2011, marking the first time in seven years for HOME net add neutrality.
- Collaborated with the HOME marketing team to develop cost-effective promotional offers, driving sales and strengthening brand association with Mobile services.
- Indirectly contributed to the achievement of overall sales targets in the managed channels area, overseeing 1200 in-house Full-Time Equivalent (FTE) resources.
- Directly managed retention team performance, elevating save rates from 69% to 76% by implementing Next Best Action strategies during customer service calls.



● Customer Service Manager (Spain and France)

Lebara | Jul 2010 - Mar 2011

- Led the development of Customer Service strategy for two distinct markets, France and Spain, addressing unique challenges and opportunities.
- Directed all initiatives within Customer Services, consistently identifying and implementing improvement opportunities to enhance customer satisfaction and loyalty.
- Transformed the French team's Net Promoter Score (NPS) from -5 to +45 within six months, demonstrating significant improvement in customer sentiment.
- Implemented a scripted Welcome call in the French team, resulting in a 10% decrease in repeat calls and improved efficiency.
- Enhanced product uptake in France by streamlining the registration process, enabling faster approval and increased adoption.
- Boosted utilization of the Spanish team by 25% through the introduction of proactive outbound campaigns.
- Established performance standards to align with company goals and regulatory requirements, ensuring service excellence.
- Managed expectations of the Country Managing Directors and exceeded service delivery targets through regular communication, planning, and execution of quarterly objectives



● Retention Call Centre Manager (TISCALI AND PIPEX)

TalkTalk | Apr 2007 - Jun 2010

- Managed outsourced retention call centres to optimize save rates and reduce churn across all products.
- Achieved a remarkable increase in save rates from 21% to 55% while maintaining positive Average Revenue Per User (ARPU).
- Held operational and budgetary responsibility for a £4,500,000 per year retention centre budget.
- Reduced cost per save from £31 to £23 through process improvements, training enhancements, and optimized agent utilization.
- Maintained and updated retention business rules, products, and process training documentation for outsourced call centres.
- Collaborated with internal stakeholders to produce accurate call forecasts and facilitate timely communication.
- Led change management initiatives related to new products, service enhancements, and process improvements.
- Developed and refined operational procedures to ensure effectiveness, regulatory compliance, and ethical best practice.
- Managed outsourced retention centre Service Level Agreements (SLAs) and ensured contractual fulfillment.
- Successfully transitioned to the TalkTalk team upon the acquisition of Tiscali/Pipex brand.

● Telesales Manager

Sprint Nextel | Aug 2004 - Feb 2007

- Pioneered the creation of a Proactive Customer Care team, resulting in a successful retention division and reducing churn by 36%.
- Extended the customer lifecycle by an average of 6 months through

effective marketing of products and services over the phone.

- Conducted thorough research on customer trends, leading to the formulation of outbound campaigns that increased customer loyalty and decreased potential loss.
- Developed a versatile team capable of handling sales, technical support, billing, and overall customer satisfaction.
- Recognized with two quarterly and one annual Circle of Excellence (COE) Award for exceeding sales targets and exemplifying company values.
- Empowered and built a focused and loyal sales team, consistently achieving sales figures exceeding budget targets.



● Director of Business Process

MODO Eyewear | Jul 1998 - Jan 2004

- Spearheaded the implementation of MODO's centralized operation system, Oracle, yielding significant improvements in efficiency, productivity, and cost reduction.
- Orchestrated the design and implementation of innovative operating processes and procedures, encompassing logistics, training, and documentation, resulting in a substantial enhancement of organizational effectiveness
- Implemented a system for monitoring customer experience, leading to a 32% increase in customer satisfaction ratings.
- Conducted surveys to assess the customer service and credit collections departments, then developed tailored training seminars to address identified weaknesses
- Established an employee program aimed at increasing and maintaining morale and loyalty, resulting in a 22% decrease in staff turnover.
- Maintained and developed client relationships with key B2B clients such as Lens Crafters, Cole Licensing brand, Phatfashions, and LVMH Group.



● Inbound Sales Manager

PaperDirect | Mar 1992 - Jun 1998

Developed and implemented sales programs to provide increased revenue per phone order that ranged from \$20-\$50.

Developed, implemented and carried out a call monitoring criteria that increased the level of quality customer service and reinforced customer retention by 27%

Developed, executed and monitored a plan of Account Management that increased customer retention by 5% and year to date dollars by 8% , through scheduled follow-up and special offers and promotions.

Prepared weekly sales and program reports reflecting increased top-line revenue through offers and promotions targeted to specific segmentation.

Supervised the consolidation of several task specific departments into the inbound sales group to centralize customer contact and optimize customer satisfaction.

Provided daily direction and communication to telemarketing Supervisors in order to ensure productivity and quality customer service.

Education & Training

● Pace University-Pleasantville/Briarcliff Campus

Bachelor of Arts - BA,