



ProCredit. We are an international group of development-oriented commercial banks for micro, small and medium enterprises (MSMEs). We are active in South Eastern and Eastern Europe, South America and Germany. Our overarching goal is to combine a high developmental impact with economic success.

For our Group Marketing team at ProCredit Holding, the listed parent company of our banking group, we are seeking a motivated

Customer Experience (CX) Lead (m/f/d)

This position is based in Frankfurt am Main.

Your role in our team:

As part of the Group Marketing team at ProCredit Holding, you will play a key driving role in strengthening customer-centricity across the ProCredit group and its digital banking business. In this capacity, you will take charge of the shaping and owning of the execution of a comprehensive, user-centric and client-centric data-driven customer experience strategy for the group. The position provides capabilities and resources to the marketing and business functions in building adequate CX capabilities and processes to support the group’s strategic goals; contributes to measurable improvements in customer satisfaction, retention and loyalty; and supports the delivery of a consistent and high-quality customer experience across all markets. A central responsibility of the Customer Experience Lead is the development and ownership of a fully integrated customer experience, insights and feedback management strategy for the group, covering all relevant touchpoints and phases of the customer journey.

More specifically, you will have the following key responsibilities and duties:

- Assume responsibility for Voice of the Customer (VoC) strategies while defining and refining quality standards and tone of voice for customer-facing content
- Analyse CX data, including NPS, CSAT, CES and operational feedback to identify trends, patterns and root causes, and clarify the key drivers of customer experience outcomes
- Translate customer insights into actionable recommendations
- Design, review, and optimise CX measurement approaches, survey methodologies, sampling strategies and touchpoints
- Define, uphold and continuously refine quality standards and tone of voice for customer-facing content and interactions, ensuring consistency across channels and countries
- Collaborate closely with cross functional teams to ensure customer experience considerations are embedded into initiatives from early planning through execution and follow-up
- Drive CX optimisation for scale, identifying opportunities to reduce manual processes, improve efficiency and leverage technology to deliver more value with leaner processes and resources
- Lead, mentor and develop CX related roles, fostering a culture of strong customer empathy, analytical thinking, accountability and continuous improvement

What we expect:

- Minimum of 3-5 years of experience in customer experience, insights, service design, operations and process management or related roles
- CX management systems integration and running experience
- Project management or product ownership experience is an advantage
- Experience working in cross-functional and multi-country environments
- High level of organisation, ability to manage multiple workstreams, and a commitment to continuous improvement
- Fluency in English; additional languages are an advantage
- Certifications in CX are an advantage

What you can expect

- A challenging and diverse role with international exposure
- Room for initiative and innovation in shaping the way we steer and measure marketing
- A values-driven working environment focused on sustainability, transparency, and long-term development
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- Attractive location in the Bockenheim district of Frankfurt am Main
- Possibility to work remotely 100 days per year
- Company pension scheme
- Deutschlandticket (country-wide transportation pass valid on regional trams, buses and trains)
- EGYM Wellpass (membership valid at a number of gyms throughout Germany as well as for online fitness courses)
- JobRad (pick a bike and pay a monthly rental fee to the company with the option to buy after three years)

Have we caught your interest?

We look forward to receiving your application documents, including a motivation letter, salary expectation and desired starting date, by e-mail:

jobs-marketing@procredit-group.com

To learn more about the ProCredit group, please visit ProCredit Holding’s website at:

www.procredit-holding.com

