Naomi Chen

Principal Consultant, Customer Experience

01 PROFILE

Naomi helps service companies understand what customers really want and design experiences that bring them back. She links research to measurable results and works with front-line teams to make the change stick.

02 CORE EXPERTISE

- Customer journey design
- Voice of the customer programs
- Service operations and contact centers
- Experience metrics and governance

03 SELECTED ENGAGEMENTS

Australian energy retailer

Utilities

Program lead 2025 to 2026

Redesigned the move-in and billing journey for 1.6 million customers.

- Billing complaints down 41%
- Net promoter score up 18 points

Telecom provider

Telecommunications

Workstream lead 2023 to 2024

Rebuilt the contact center operating model and introduced chat and self-service.

- Cost per contact down 23%
- First-contact resolution up from 62% to 79%

National hotel group

Hospitality

Advisor 2022

Mapped the guest journey in 12 hotels and set a service standard.

- Guest satisfaction up 9% in 6 months

04 EDUCATION

MBA, Marketing and Strategy Melbourne Business School, 2012

BA, Psychology University of Sydney, 2008

AT A GLANCE

13
Years of experience

40
Engagements delivered

5
Industries served

3
Certifications

BASED IN
Sydney, Australia

AVAILABILITY
From April 2027

LANGUAGES
English, Mandarin

DAY RATE
AUD 1,900

CERTIFICATIONS
Certified Customer Experience Professional
Design Thinking Practitioner
Six Sigma Green Belt