



Empowering  
Change

## JOIN US

### ***CX & EXPERIENCE TRANSFORMATION LEAD***

Management and development consulting company ACT Global is seeking an analytical, client-facing CX & Experience Transformation Lead to help client organisations diagnose customer experience challenges and design better, simpler, and more memorable experiences for their customers.

**Position:** CX & Experience Transformation Lead — Medium to Senior Level

**Employment Type:** Full-time

**Salary Range:** GEL 5,200–7,100 gross

**Location:** Zurab Anjaparidze I Lane, #4, Tbilisi

**Working Hours:** 09:30 - 18:30 (Hybrid, from Monday to Friday, with a one-hour break)

**Deadline:** 17<sup>th</sup> of July, 2026.

ACT Global



# CX & EXPERIENCE TRANSFORMATION LEAD — MEDIUM TO SENIOR LEVEL

## MAIN RESPONSIBILITIES OF THE POSITION

The role focuses on understanding and improving customer experience — analysing customer journeys, identifying customer needs and pain points, and translating research and data into meaningful insights that help companies design better, simpler, and more memorable experiences.

The selected candidate will work with client organisations to diagnose customer experience challenges, design improvement opportunities, and support experience transformation across customer touchpoints, front-office processes, service interactions, communication, and the internal systems that shape the customer journey.

### Specifically:

#### 1. Customer Experience Diagnosis and Analysis

- Analyse customer journeys, touchpoints, pain points, expectations, and moments that matter.
- Use research findings, customer data, and business insights to identify experience improvement opportunities.
- Work with CX research tools and metrics, including mystery shopper studies, NPS, Customer Effort Score, satisfaction and loyalty indicators, buyer personas, and other customer experience frameworks.

#### 2. Journey and Experience Design

- Design customer journey maps, buyer personas, service improvement concepts, and experience transformation recommendations.
- Help client organisations improve front-office processes, customer interactions, service delivery, and overall customer experience.
- Translate customer insights into practical solutions, improvement roadmaps, and transformation initiatives.

#### 3. Client Delivery and Advisory

- Prepare client proposals, project concepts, methodologies, reports, and presentations.
- Build trust-based relationships with clients and act as a reliable advisor in the field of customer experience.
- Ensure high quality of deliverables, analysis, recommendations, and client-facing materials.

#### 4. Project Leadership and Practice Development

- Lead customer experience and experience transformation projects for client organisations.
- Contribute to the development of ACT's CX and experience transformation practice, methodology, tools, and products.

**REQUIRED QUALIFICATIONS:**

- Strong understanding of CX research methods and metrics, including mystery shopper, NPS, Customer Effort Score, satisfaction, loyalty, buyer personas, and customer journey analysis.
- Ability to work with research data, customer feedback, behavioural insights, and business information to generate practical recommendations.
- Experience in designing or improving customer journeys, service experiences, customer-facing processes, or front-office interactions.
- Strong understanding of what shapes customer experience across different touchpoints and channels.
- Ability to prepare strong analytical reports, presentations, proposals, and client-facing materials.

**WORK EXPERIENCE:**

- Minimum 5 years of relevant experience in customer experience, service design, customer research, marketing research, business consulting, transformation, product/service improvement, or a related field.
- Experience working with clients, managing expectations, and building trust-based professional relationships is expected; experience in consulting, research, banking, insurance, retail, hospitality, telecom, healthcare, or other customer-intensive sectors is considered an advantage.

**KEY COMPETENCIES:**

- Strong analytical, structured, and strategic thinking.
- Good communication, facilitation, and presentation skills.
- Ability to lead projects, ensure quality of deliverables, and coordinate work with other team members.
- Good command of English.
- Experience with service design, UX research, or customer journey mapping; CX methodology or product development; proposal writing and business development; or digital and omnichannel customer experience is considered an advantage.

**WHY JOIN US?**

This is a high-visibility opportunity to lead and shape ACT's CX and experience transformation direction, working on meaningful consulting projects with client organisations across different sectors. You will help shape methodologies, products, and advisory approaches in the field of customer experience, in close cooperation with ACT's research, strategy, transformation, and consulting teams, within a supportive and intellectually stimulating environment at the intersection of research, consulting, strategy, and transformation.

**ABOUT ACT GLOBAL**

ACT Global is a management and development consulting company that empowers leaders, organizations, and governments to drive sustainable and positive change. Our core strength lies

in transforming data, innovative ideas, and specialized expertise into tangible, high-value outcomes.

We maintain a primary focus on developing countries. We possess a deep understanding of the challenges they face while clearly recognizing their tremendous potential. Operating in more than 30 countries across three continents, we provide support to both private and public sector organizations as they implement significant economic, social, and political transformations.

For more information: <https://act-global.com/en>

To apply, please send your CV to **hr@act-global.com** by the 17<sup>th</sup> of July, 2026, with the subject line: **CX & Experience Transformation Lead — Medium to Senior Level**. In the email, please briefly answer two questions: Why ACT? Why this position? Interviews will be conducted by 1st of August, and the expected start date is 1st of September, 2026.