

Shelley Beeston joins Groworx as the new Associate Director for Customer Experience

Groworx, an exciting global consulting and outsourcing firm, is taking its Customer Experience capabilities to the next level with the addition of Shelley Beeston, their new Associate Director for Customer Experience. Shelley will lead client engagement teams to further enhance the strategic and delivery leadership capability in the region.

Shelley Beeston is a strategic and innovative thought leader in customer experience, digital transformation and digital product service design and delivery. She has over 19 years experience across a number of industries & countries within senior management and principal consulting roles.

Shelley will be spearheading Groworx's newly launched "CX in Action". This new service aims to help organisations design and connect their organisational CX and Digital strategies and then drive them into action.

Groworx Co-Founder & CEO, Dan Sandiford said:

"I've worked with Shelley for many years and admire her values-driven approach and passion for linking strategic creativity to operational execution. Shelley's thought leadership and experience will combine our enhanced CX in Action capability with Groworx's broader Technology and Contact Centre solutions. Together, these capabilities provide a single place for businesses to think and deliver the entire customer experience. For me, it's putting the entire customer at the centre of our mission to help organisations and communities achieve their potential."

"I've worked with Shelley for many years and admire her values-driven approach and passion for linking strategic creativity to operational execution. Shelley's thought leadership and experience will combine our enhanced CX in Action capability with Groworx's broader Technology and Contact Centre solutions. Together, these capabilities provide a single place for businesses to think and deliver the entire customer experience. For me, it's putting the entire customer at the centre of our mission to help organisations and communities achieve their potential."

According to Shelley, with the current crisis, organisations are rapidly adapting how they service their customers. For many retail businesses, this could mean investing much more into digital channels to support the surge of demand as customers have been forced from retail channels to online-only channels. While for essential services, this could mean designing the physical environment to ensure the safety of staff and customers, as well as relating to each other in a more empathetic and engaging way.

Under Shelley's lead, Groworx CX in Action helps these businesses quickly and effectively design and implement these changes in a measured way for lasting impact.

In regards to Shelley's decision to join Groworx, she said: "I wanted to join a company that wasn't just modern. It had to be a business with a conscience that cared about its people and worked to make a difference in society. GroWorx is one of those companies and I am excited to be part of the team."

Her passion has always been about the human experience and why we do what we do. What she loves most is helping people and organisations see what great looks like and helping them work towards that.

With Shelley taking the lead on Customer Experience Strategy, Groworx is enhancing its world-class solutions for clients that will enable them to increase revenue, improve both customer and employee experience, while enjoying the cost advantages of offshore delivery centres.

About Groworx Launched in 2018, Groworx builds and operates modern technology platforms and outsourced customer engagement centres for Australian organisations.

Groworx leverages its strong presence in Australia and the Philippines to operate multidisciplinary customer engagement centres across a range of customer sales, support and technology operations as well as general back-office administration.

To learn more, send an email to info@groworx.com.au or visit the Groworx website.

Groworx helps organisations thrive in the modern world using its unique blend of consulting and global outsourcing solutions. We connect the digital and the human in all of our technology and business solutions. We combine advanced technologies with the latest ways of working approaches and offshore teams to cut down costs. Whether it's co-creating the next digital product sensation, transforming your Customer Experience capability, or wanting to grow your business with our digital marketing solutions, we build, operate and grow businesses that co-create innovation, create customers for life and help scale the truly modern business.

Contacts

Jamie Paraso

+639175260904

[mailto: jamie.paraso@groworx.com.au](mailto:jamie.paraso@groworx.com.au)