

# Matthew Caron

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**Customer Experience Architect** with 15+ years of success driving measurable improvements across all customer journey stages. Proven ability to transform customer onboarding, support operations, and revenue growth through strategic leadership, data-driven insights, and cross-functional collaboration.

## PROFESSIONAL EXPERIENCE

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### Townsquare Interactive

2024 - Present

#### *Vice President - Customer Support*

Drive customer success through strategic vision and leadership, building a scalable and memorable experience for a high-growth environment. Led and managed diverse customer support teams, ensuring exceptional satisfaction, retention, and maximum value from our solutions.

### OpenTable

2017 - 2024

#### *Vice President - Customer Experience & Onboarding*

Streamlined complex onboarding with AI automation, fostering collaboration across Sales, Marketing & Customer Success. This resulted in a **20% reduction** in onboarding time and a 15% boost in customer satisfaction.

- Successfully spearheaded **AI-driven automation** projects, enhancing efficiency and increasing customer engagement, reducing \$100,000+ annually in operations costs.
- Expedited operations and performance optimizations for premium clients, leading to an impressive **36.42%** revenue boost, totaling **\$365,464** within the first year.
- Led Onboarding team to **121%** of a performance goal, allowing businesses to collect higher revenues than forecasted
- Won the CX Community Influencer Award by Level AI in 2023.

#### *Vice President - Customer Support & Onboarding*

Optimized customer support & onboarding, leading high-performing teams to deliver exceptional service and **drive a 34% CSAT improvement**.

- Reduced outstanding cash by **10%** for two consecutive years, enhancing company financials by **\$9,850,000** annually.
- Achieved a **34% improvement** in CSAT and a **92% reduction** in customer wait time within the Customer Support division, reducing operations budget by **\$6+ million** annually.

#### *Head of Customer Support*

Managed customer support, driving strategy and exceeding performance goals. Championed cross-departmental collaboration to elevate the customer experience, achieving a double win with a **10+% improvement in CSAT** scores and a significant annual **budget reduction exceeding \$500,000**.

- Denver Post **Top Workplace** Award in 2020
- **Executive Leaders** Making an Impact Award in March 2018

## AT&T

2016 - 2017

*Associate Director, Field Communications*

Simplified communication for AT&T's **35,000+** frontline employees by consolidating platforms and leading a cross-functional team. This initiative improved employee engagement and ultimately enhanced the customer experience.

- Selected for MDP/Top **1% Performers** of AT&T in 2017
- Raised viewership of weekly communications by **18%** through calibration with executive business leaders

## DIRECTV

2015 - 2016

*Senior Manager, Sales & Service Process Improvement*

Transformed the customer experience. By aligning programs, mentoring process improvement teams, and implementing root-cause solutions, I achieved a **5% increase** in completed submissions

- Administered over **900** process improvement adjustments in 2016, positively impacting customer experience, employee engagement, and company NPS scores.
- Reduced voice volume by **40%** coming into the Customer Resolution Team through behavioral coaching, processing improvement, and business optimization.

## APAC Customer Service

2009 - 2015

*Site Director*

Directed a team of **500+** across Verizon, Scholastic, FairPoint & New York Life, driving client satisfaction through strategic workforce planning, KPI achievement, and insightful reporting.

- Took over a P&L of over **\$14+ million**, which had a **-3% EBITDA**, and successfully elevated it to **7%**.
- Spearheaded the Regional Performance Manager and Process Improvement team, applying Aubrey Daniels' Behavioral Science methods to continuously improve operations. This prompted a dramatic rise in site performance, jumping from **23rd to 2nd** in the rankings.
- Deployed a motivating performance management system, fostering positive behaviors through team-developed solutions, creative incentives, on-the-spot recognition, incorporating customer feedback (Voice of the Customer), and Situational Leadership training. This yielded a significant annual revenue increase of over **\$1.4+ million** for the site.

## ADVISORY BOARD

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### Frame AI

2023 - Present

Advised Frame AI on strategic initiatives, leveraging industry expertise to refine their approach and strengthen overall impact.

### Aimable

2023 - Present

Guiding a WEM software startup on product development, market strategy, and industry trends, leveraging my customer experience expertise.

### California State University - East Bay

2020 - 2022

Advised California State University on its Customer Experience program, providing insights to enhance student experience through collaboration and program design.

## EDUCATION

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**University of Florida** • Bachelor of Liberal Arts, History

- Captain & Officer, University of Florida Men's Rugby Club

**San Francisco State University** • Customer Experience Certification