

Job Description: Head of Digital & Customer Experience (CX)



Function:	Tech, Digital, Data and Innovation
Position:	Head of Digital & Customer Experience
Job holder:	
Date (in job since):	
Immediate manager (N+1 Job title and name):	Director of Digital, AI and Innovation
Additional reporting line to:	
Position location:	Office based with remote working and travel across the UK&I

1. Purpose of the Job – State concisely the aim of the job.

The Head of Digital & Customer Experience is responsible for shaping and delivering a best-in-class end-to-end digital consumer experience across all digital restaurant channels. This role ensures that digital products, customer journeys, and in-restaurant digital touchpoints deliver a seamless, intuitive, and commercially effective experience for consumers.

The role bridges **product, customer insight, design, and operational execution**, ensuring that digital capabilities translate into meaningful customer value, increased adoption, and revenue growth. The Head of Digital & CX will champion a **customer-first mindset** across the organisation and work closely with Product, Operations, Technology, and Commercial teams to continuously optimise the digital journey.

The role operates across **multiple clients and market segments across the region**, ensuring that digital experiences are scalable while also meeting the specific needs of different client environments, customer demographics, and operational models.

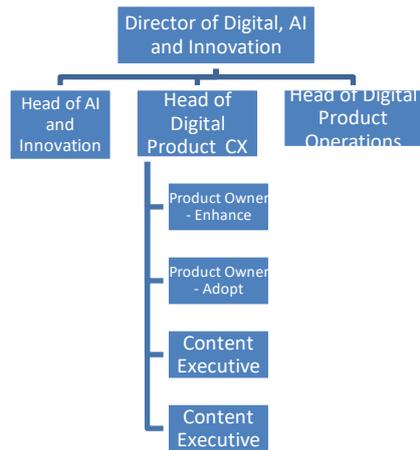
A critical part of the role is partnering with the **Head of Digital Product Operations** to ensure digital products are **successfully deployed, adopted, and embedded into operations**, translating product capability into real-world customer and business impact.

2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department.

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|-----------------|---|
| Characteristics | <ul style="list-style-type: none"> ▪ Six different segments deployed with the digital solutions. ▪ Over 100k consumer downloads with further growth opportunity to move from 200k active users to 550k ▪ Increase monthly digitally enabled food revenue from £1m to £2.5m by 2028 |
|-----------------|---|

3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.

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4. Context and main issues – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to.

The role operates across **multiple clients and market segments across the region**, ensuring that digital experiences are scalable while also meeting the specific needs of different client environments, customer demographics, and operational models. Ensuring correct processes are embedded to ensure a seamless experience for customers and our clients is paramount.

A critical part of the role is partnering with the **Head of Digital Product Operations / 3rd parties** to ensure digital products are **successfully tested, deployed, adopted, and embedded into operations**, translating product capability into real-world customer and business impact.

5. Main assignments – Indicate the main activities / duties to be conducted in the job.

Digital Customer Experience Strategy

- Define and lead the **regional digital CX strategy** across all customer touchpoints including mobile apps, self-service kiosks, online ordering, EPOS interactions, and digital restaurant environments.
- Ensure the digital experience framework supports **multiple client environments and customer segments** across the region.
- Adapt digital experience strategies to reflect **different consumer behaviours, site formats, and operational models**.
- Translate customer insights, behavioural data, and feedback into actionable product and experience improvements.
- Ensure all digital initiatives align with a **customer-first, digital-first vision**.

Customer Journey Design & Optimisation

- Map and continuously optimise **customer journeys** across ordering, payment, fulfilment, and post-purchase experiences.
- Ensure journeys are designed to work effectively across **different client types, venue formats, and customer demographics**.

- Partner with Product Owners and squads to embed **CX thinking into product development and prioritisation**.
 - Identify and remove friction points across the digital ordering experience.
 - Drive improvements in **conversion, speed of service, and customer satisfaction**.
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Digital Adoption & Engagement

- Develop strategies to **increase digital adoption across channels**, driving usage of mobile ordering, kiosks, and digital payment experiences.
 - Ensure adoption strategies consider the **specific needs of different clients, venues, and customer groups across the region**.
 - Work with marketing and commercial teams to improve **digital engagement and repeat usage**.
 - Ensure digital capabilities are easy to understand and accessible for consumers.
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Partnership with Digital Product Operations (Deployment & Adoption)

Work in close partnership with the **Head of Digital Product Operations** to ensure that digital capabilities are successfully implemented, operationalised, and adopted across locations and clients.

This collaboration includes:

- Ensuring **customer experience considerations are embedded into digital deployment planning across all client environments**.
- Supporting the design of **deployment playbooks and operational readiness frameworks** that consider different site types and operating models.
- Collaborating on **dress rehearsals, site readiness activities, and launch planning** to ensure the end-to-end consumer journey performs effectively in real-world environments.
- Identifying **customer experience risks or friction points during deployments** and working with product and operational teams to resolve them.
- Supporting the development of **adoption strategies tailored to different clients and segments**.
- Monitoring **customer behaviour and feedback post-deployment** to identify opportunities for optimisation and improvement.
- Ensuring learnings from deployments feed back into **product roadmap prioritisation and experience design**.

Together, the Head of Digital & CX and Head of Digital Product Operations ensure that digital products move successfully from **product development → operational deployment → customer adoption → experience optimisation** across all clients and segments.

Customer Insight & Experience Measurement

- Establish clear **CX metrics and reporting frameworks**, including customer satisfaction, journey conversion, and digital engagement.

- Analyse insights across **different clients, site formats, and customer segments** to identify patterns and opportunities.
 - Leverage behavioural analytics, customer feedback, and operational insights to guide improvements.
 - Lead the development of **experience dashboards and insight reporting** for senior leadership.
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Key Measures of Success

- Growth in **digital revenue and adoption across the region**
- Improvements in **customer satisfaction and experience metrics**
- Increased **conversion across digital ordering journeys**
- Successful **digital deployment experiences and customer adoption across multiple clients**
- Reduced **customer friction across digital ordering journeys**
- Clear feedback loop between **deployment insights and product improvements**

6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

The Head of Digital & Customer Experience is accountable for:

AI Strategy & Direction

- Defining and maintaining a clear, credible and forward-looking product enhancement, deployment and adoption strategy for the region.
- Ensuring initiatives align with organisational priorities, market opportunities and client needs.

Commercial Enablement

- Ensuring digital capabilities strengthen bid propositions, enhance competitive positioning and contribute to revenue growth.
- Supporting business development and commercial teams in effectively positioning digital solutions.

Governance

- Establishing robust product governance frameworks that ensure solutions are aligned with Global product teams.
- Maintaining trust with clients, 3rd parties and internal stakeholders.

Client Confidence & Strategic Engagement

- Acting as a credible digital leader in strategic client engagements where digital capability is a key differentiator.
- Building client confidence in the organisation's ability to deploy digital responsibly and effectively.

Operational Readiness

- Ensuring digital solutions are deployable, supported and integrated into operational delivery environments.
- Supporting the successful adoption of digital capabilities across operational/site teams.

Capability & Team Leadership

- Building and leading a high-performing regional product team
- Developing talent, partnerships and ways of working that enable sustainable digital innovation.

Measurement & Value Realisation

- Ensuring clear visibility of digital performance and value through robust measurement frameworks.
- Demonstrating measurable commercial, operational or customer impact from digital initiatives.

7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

Experience

- Significant experience leading and delivering CX and digital initiatives within complex organisations.
- Experience of on-site digital transformations and deployments.
- Proven track record of translating customer needs into scalable, commercially valuable solutions.
- Experience designing and implementing product operating models within large organisations.
- Experience supporting commercial or client-facing teams in positioning technology solutions.

Knowledge & Skills

- Strong understanding of digital product development and deployment practices.
- Deep knowledge of responsible digital practices, governance, security and regulatory considerations.
- Strong strategic thinking capability with the ability to translate technological opportunities into business value.
- Excellent stakeholder management and ability to influence senior leaders and client stakeholders.
- Strong commercial awareness and ability to connect innovation with revenue growth and client outcomes.
- Excellent communication skills with the ability to explain complex technical concepts in clear and accessible ways.

Personal Attributes

- Strategic and forward-thinking leader with a passion for digital and technological advancement.
- High credibility and confidence operating at senior leadership levels.
- Strong problem-solving capability and ability to navigate ambiguity in rapidly evolving environments.
- Collaborative leadership style with the ability to work across multiple functions and disciplines.
- Curiosity, adaptability and resilience in the face of technological and organisational change.

8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires

■ Innovation and Change	■ Leadership and People Management
■ Client and Consumer growth	■ Customer Experience
■ Brand Notoriety	■ Collaboration and Critical Thinking Skills

9. Management Approval – To be completed by document owner

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Document Owner	Sophie Swindles – Director of Digital, AI and Innovation		