

Position: Senior Manager, Client Experience (CX)

Business Unit: Client & Marketing

Company: Sun Life Vietnam

Location: Ho Chi Minh City

The Senior Manager, Client Experience (CX) at Sun Life is accountable for defining and executing the company's client experience strategy across all touchpoints, ensuring clients experience trust, empathy, and simplicity throughout their life insurance journey—from onboarding to claims. This role drives measurable improvements in customer satisfaction and retention, contributes to lifetime value, and embeds a client-centric culture across the organization.

Key Responsibilities

1. CX Strategy & Leadership

- Define and lead the enterprise-wide CX vision, roadmap, and priorities aligned with business strategy and regulatory expectations.
- Embed “customer-first” principles into business processes, decision-making, and employee behaviors.
- Act as the voice of the customer at leadership and cross-functional forums, influencing strategic and operational decisions.

2. Client Insights & Measurement

- Design and lead Voice of Client (VoC) programs, such as NPS, CSAT and EBL measurements.
- Integrate insights from claims, complaints, surveys, and digital interactions into clear, actionable recommendations.
- Partner with Data & Analytics teams to link CX metrics to business and financial outcomes (e.g. retention, persistency, complaints reduction).

3. CX Execution & Initiative Delivery

- Execute CX priorities and initiatives defined in the CX roadmap and governance forums.
- Translate CX frameworks, standards, and principles into practical execution plans for business and operations teams.
- Manage end-to-end delivery of assigned CX initiatives, ensuring clear ownership, timelines, and measurable outcomes.

- Drive cross-functional alignment to ensure initiatives deliver both customer and business impact.

4. Cultural Transformation

- Champion a customer-obsessed culture by equipping leaders and employees with CX tools, training, and performance metrics.
- Partner with HR and Communications to align employee experience with customer experience objectives.
- Embed customer impact into KPIs, performance reviews, and internal storytelling.
- Promote and celebrate CX success stories to reinforce desired behaviors.

5. Regulatory & Ethical Standards

- Ensure CX practices comply with regulatory requirements and fair treatment of client standards (e.g. TCF, Consumer Duty, local insurance regulations).
- Support complaint resolution frameworks and continuous improvement of client outcomes.

Job Requirements

- 8–12 years of experience in client/customer experience, service design, or business transformation — preferably within insurance or financial services.
- Proven track record of defining CX strategy and delivering measurable client and commercial results.
- Strong understanding of life insurance products, distribution models, and regulatory environments.

Skills & Competencies

- Strong client-obsessed mindset, with the confidence to challenge stakeholders in the best interest of clients.
- Strategic, commercial, and data-driven thinking.
- Expertise in journey mapping, design thinking, and client research methodologies.
- Strong influencing and stakeholder management skills across executive and frontline levels.
- Excellent storytelling and communication skills, translating client insights into business actions.
- Empathy-driven leader with the ability to inspire and align cross-functional teams.