

Freelance Subject Matter Expert (SME) | Customer Experience Strategy

Description

Ansrsource is looking for an experienced **Customer Experience (CX) Subject Matter Expert (SME)** to support the development of a skill-based Professional Certificate in **Customer Experience Strategy** for a global learning audience.

The program takes learners through the complete CX process, from understanding the Voice of the Customer and collecting feedback to measuring customer experience, analyzing insights, identifying opportunities, and developing an end-to-end CX strategy.

The SME will collaborate with the learning team to **review and validate course content, provide practical industry expertise, and record video content and screencasts.**

Responsibilities

- Review course content, scripts, activities, assessments, and projects for **accuracy, relevance, and practical CX applicability.**
- Provide SME feedback and recommendations to strengthen the learning experience.
- Validate content covering Voice of the Customer, customer segmentation, personas, journey mapping, survey research, CX measurement, and customer feedback analysis.
- Review concepts related to **NPS, CSAT, CES, retention, churn, driver analysis, trend analysis, and response-quality management.**
- Provide practical inputs on qualitative and quantitative customer feedback analysis, including open-text, sentiment, and thematic analysis.
- Review content related to opportunity prioritization, closed-loop feedback, CX measurement frameworks, and CX experimentation.
- Review applied projects and the **end-to-end CX strategy capstone.**
- Help ensure learners understand how to translate customer feedback and insights into **business recommendations and CX strategy.**
- **Demonstrate SurveyMonkey through narrated screencasts**, including survey creation, distribution, analysis, and reporting.
- Share authentic CX examples and practical industry experiences that can enhance the learning content.
- **Record end-of-course video content** for a global learning audience.

Mandatory Skills & Experience

Hiring organization
ansrsource

Employment Type
Contractor

Job Location
Remote in India, with video recording as part of the engagement

Date posted
September 21, 2026

- Practical experience in **Customer Experience, Customer Insights, Customer Success, Market Research**, or a closely related field.
- **Hands-on experience with SurveyMonkey is mandatory.**
- Experience using SurveyMonkey for **CX measurement and Voice of the Customer programs.**
- Strong understanding of customer segmentation and persona development.
- Hands-on experience with **customer journey mapping, touchpoint analysis, and root-cause analysis.**
- Experience with CX measurement, including NPS, CSAT, CES, retention, and churn.
- Experience with quantitative and qualitative customer feedback analysis.
- Understanding of driver analysis, trend analysis, open-text analysis, sentiment analysis, and thematic analysis.
- Experience building or contributing to **CX dashboards and measurement frameworks.**
- Ability to translate customer insights into practical recommendations, strategy, and roadmaps.
- Experience with stakeholder-facing recommendations, communication, facilitation, or workshops.
- Excellent communication skills and the ability to explain CX concepts clearly.
- Comfortable presenting on camera and recording **engaging video content and narrated screencasts.**

Qualifications

A Bachelor's degree in **Business Administration, Marketing, Psychology, Sociology, Social Sciences**, or a related field is preferred.

Relevant CX or market research certifications are a plus.

Tools

Experience with the following is relevant:

- SurveyMonkey
- Spreadsheets / data-analysis tools
- Dashboard and data visualization tools
- Presentation tools
- AI-assisted feedback analysis tools

Video & Recording Requirement

This role includes **video recording as part of the SME engagement**.

You should be comfortable:

- Recording end-of-course expert videos.
- Explaining CX concepts naturally and confidently on camera.
- Recording narrated screencasts demonstrating SurveyMonkey and CX-related workflows.
- Sharing authentic first-person CX experiences and examples where appropriate.
- Communicating clearly for a **global e-learning audience**.

Important

Candidates who have experience with SurveyMonkey or survey tools but **do not have practical CX/Voice of the Customer strategy experience** will not be considered.

The ability to connect customer feedback and insights to **business outcomes and CX strategy** is essential.

About Us

ansrsource provides equal employment opportunities to all team members and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, caste, disability status, genetics, protected veteran

status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. We respect and support diverse cultures, backgrounds, talents, and perspectives. We believe embracing diversity and creating an inclusive environment will help us grow and succeed as an organization and better serve learners, who are the ultimate audience for all we create.