



VINCENT BOZONNET

CUSTOMER RELATIONS & EXPERIENCE DIRECTOR

SATISFACTION • RETENTION • CUSTOMER SUCCESS

- Aix-en-Provence
- bozonnet.com/contact
- linkedin.com/in/vincentbozonnet



LANGUAGES

- French: native
- English: fluent (C1)

I put customer relations at the heart of performance: satisfaction, retention and experience across the whole journey, in B2B and multi-channel. I have led customer-service teams, retention programmes and platform adoption in multi-entity and multi-country environments. Listening, field sense and a results orientation characterise me.

CUSTOMER RELATIONS & PERFORMANCE

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| -90% CUSTOMER CHURN retention & loyalty programme | x3 CUSTOMER BASE GROWTH at constant headcount | 100K B2B CUSTOMERS SUPPORTED agencies, developers, partners | -40% SUPPORT COSTS service quality at lower cost | 100% KEY-CUSTOMER ADOPTION strategic accounts onboarded |
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PROFESSIONAL EXPERIENCE

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| 2025 – Present <i>Aix-Marseille</i> | INDEPENDENT – CUSTOMER RELATIONS & TRANSFORMATION ADVISORY Supporting entrepreneurs on customer experience, journeys, satisfaction and B2B retention. CCI Aix-Marseille and PCE training. Assessment of business-acquisition deals. | 10 entrepreneurs 4 acquisition deals |
| 2022 – 2024 Axel Springer <i>Europe (3 countries)</i> | AVIV GROUP – HEAD OF PRODUCT PLATFORM & CUSTOMER SUCCESS Led adoption and Customer Success at European scale (FR, BE, DE). Supported 100K B2B customers (agencies, developers) and the partner ecosystem (CRM software) in adopting a new group platform. | €600M revenue supported 100K B2B customers Key-customer adoption 1,000 partners |
| 2020 – 2022 Axel Springer <i>France (3 companies)</i> | SELOGER GROUP – HEAD OF PRODUCT B2B & CUSTOMER JOURNEYS Redesigned B2B customer journeys and simplified customer-relations tools. CRM migration to Salesforce to unify customer knowledge and improve service quality. | €350M revenue supported Customer journeys rebuilt 5 shared offerings -40% support costs |
| 2013 – 2019 Ouest-France <i>Europe (6 countries)</i> | LOGIC-IMMO – DIRECTOR OF OPERATIONS Managed Operations and Customer Relations through successive transformations. Loyalty driving retention to a record level. Owner of the technical relationship and support with Leboncoin. | €105M revenue supported Churn -90% x3 customers at constant headcount |
| 2010 – 2013 Ouest-France <i>France · 6 countries</i> | LOGIC-IMMO – HEAD OF CUSTOMER SERVICE Managed Customer Service France and international development: coordination of France teams and European subsidiaries, service quality and satisfaction across a base of 15K France customers and 10K Europe customers. | 25K customers Team of 12 6-country coordination |

KEY SKILLS

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| CUSTOMER RELATIONS & SATISFACTION Listening, quality, voice of customer | LOYALTY & RETENTION Churn, loyalty programmes, NPS | CUSTOMER SUCCESS & ADOPTION Onboarding, usage, customer value | CUSTOMER SERVICE & SUPPORT Teams, SLA, multi-channel | CUSTOMER JOURNEY & EXPERIENCE CX, omnichannel, CRM | OPERATIONS & PERFORMANCE Processes, KPI, data-driven | LEADERSHIP & MANAGEMENT Team management, cross-functional influence |
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INTERESTS

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| MOUNTAINS Skiing, mountaineering | CYCLING | LITERATURE & HISTORY |
| TRAVEL | DIY Energy & solar | STRATEGY |

EDUCATION & CERTIFICATIONS

- Master's in Economics – University of Aix-Marseille
- Top Management & D.I.S.C. – Krauthammer (Lepaya)
- AMF Certification – Lefebvre Dalloz
- Product Strategy & OKR – Benext
- Data Management – Pramana
- Lean Six Sigma Yellow Belt