

KARA HENRY

CUSTOMER SUCCESS MANAGER

Contact

801.615.3711



Riverton, UT 84065



karah99@gmail.com



linkedin.com/in/kara-stephens-henry



karahenry.journoportfolio.com



Education

BYU-Idaho

Winter 2009-Fall 2011 Rexburg, ID

BS in University Studies

Minors

English

Organizational Communications

Clusters

Creative Writing

Graphic Design

Professional profile

I'm a creative and detail-oriented person, which means I'm not only great at crafting concrete strategies, but I bring innovative solutions (and a bit of fun) to any project. My broad background enables me to translate complex technical information to the layperson. With 10 years of experience guiding me, my passionate commitment to the customer experience gets results.

WORK EXPERIENCE

Digital engagement specialist

Home Care Pulse

877.307.8573

Jan 2023-current

- Develop self-guided training for software products to cut down on the number of individual trainings our CSMs provide by 20% in 8 months
- Track and update existing knowledge bases and support site content to align with product changes, ensuring accuracy and relevance for end-users.
- Enhance workflow post-merger for 3 companies by strategically standardizing support docs to streamline processes, and eliminate bottlenecks.
- Serve as a customer advocate within teams to help explain our customers' experiences and frustrations with our products.
- Craft customer journeys for 3 products, fostering collaboration and empathy, improving handoffs, and enhancing our teams' understanding of the customer experience.

Customer success manager

Pinnacle Quality Insights

801.293.0700

Aug 2019-Jan 2023

- Reduce "needs unmet" churn from 9% to 3.4% across 12 months by promoting and improving support materials which boosted customer satisfaction.
- Lead monthly training for marketing, support, and sales teams across two years to introduce software updates, motivate, and educate about our support processes.
- Partner with engineering and product managers to design clear UX/UI for new features in the software.
- Choose new customer-facing knowledge base software, build and edit content, and then execute a plan to promote it. The percentage of customers utilizing our knowledge base went from 9% to 30% over one year.

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Interests



crafting



podcasts



photography



camping



art



cooking

WORK EXPERIENCE, CONT.

Web designer and project manager

BNBWebsites

801.405.6861

Sept 2013–Jun 2019

- Build websites, up to 40 at a time, and reduce the average time of start to live by 20% overall across three years.
- Engaged directly with dissatisfied clients during website builds to resolve complaints, frequently handling challenging cases, and reducing churn from 12% to 8% over five years.
- Reduce complexity and problem-resolution time by facilitating cross-department team collaboration on a company policy manual.

VOLUNTEER EXPERIENCE

Board member

Spanish Fork Community Theater

sfctonline.org

Aug 2013–Aug 2019

- I did it all! Various roles include: director, actor, set decorator, publicity coordinator, photographer, graphic designer, and other administrative and hiring tasks.

SKILLS



Writing and editing



Decision making



Master new software



Streamline workflows



Communication & collaboration



Team building