

LAURI LAPPALAINEN

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PERSONAL PROFILE

Customer Experience and Operations professional with 13+ years of experience in customer service, operations, and people leadership in fast-paced digital business environments. Experienced in customer experience ownership, data-driven performance management, and continuous process improvement. Known as an approachable and analytical team player who stays calm under pressure and collaborates effectively across teams and stakeholders.

EDUCATION

Bachelor of Business Administration | 2021 – 2024

Laurea University of Applied Sciences

Vocational Qualification in Business Information Technology | 2007 – 2012

Hyria Education

SKILLS

- Leadership and team support
- KPI tracking and performance improvement
- Customer experience and process development
- Process scaling and optimization
- Cross-functional and international collaboration
- Customer communication and stakeholder interaction

IT & TOOLS

- CRM: Salesforce
- CS Tools: Zendesk, Freshdesk
- Telephony: Vonage
- Data: Tableau, Looker Studio, BigQuery
- HR: BambooHR, Workday
- WFM tools (various)
- MS Office & G Suite
- PM: Asana, Trello, Miro, Figma, Jira, Slack

LANGUAGES

- Finnish (Native)
- English (Fluent)

WORK EXPERIENCE

Delivery Hero Finland Oy / Foodora

Foodora is a global platform business that connects consumers, restaurants, and delivery partners through a digital ordering platform, enabling centralized management of daily customer service operations and customer experience.

CUSTOMER EXPERIENCE MANAGER | 2025 – 2026

- Own end-to-end customer experience development across the organization
- Responsible for key CX KPI performance, driving continuous improvement and alignment with business goals
- Use data analysis and customer insights to identify opportunities and implement operational improvements
- Lead cross-functional and cross-market projects and CX development initiatives
- Improved support center utilization by 15% and increased associated customer satisfaction by 10%
- Increased outsourced customer service CSAT from 25% to 50% through process optimization and performance improvements

CONTACT CENTER DEVELOPMENT MANAGER | 2022 – 2025

- Served as part of a three-person leadership team contributing to strategic operational decision-making
- Developed tools, processes, and operational frameworks to improve efficiency, scalability, and cross-team alignment
- Led implementation of new processes and solutions, improving information flow between local operations and headquarters
- Owned end-to-end compensation and refund processes, achieving cost control and enabling the first-ever on-budget performance in company history
- Collaborated with cross-functional teams and international markets to drive operational alignment and improvements

SERVICE MANAGER | 2020 – 2022

- Led daily operations and people leadership, improving team performance and increasing customer satisfaction by 7%
- Owned workforce planning, reporting, and task allocation, improving operational efficiency and employee engagement by 10%
- Drove continuous process improvements, reducing handling times by 10%
- Contributed to OKR planning and KPI tracking, exceeding key performance targets by 5%

REFERENCES

Available upon request.

DISPATCHING TEAM LEAD | 2019 – 2020

- Built and launched a localized courier support team in Finland based on the global operating model, owning team setup, process design, and local implementation
- Led daily courier support operations, improving operational performance and increasing courier satisfaction by 20%
- Managed a team of four specialists, including workforce planning, reporting, and 1:1 leadership, achieving employee engagement levels above 70%

CUSTOMER CARE TEAM LEAD | 2017 – 2019

- Led daily customer service operations, ensuring high service quality and smooth operational performance
- Managed a team of over 10 customer service professionals, including workforce planning, reporting, and regular 1:1 meetings, maintaining employee satisfaction levels of 60–70%
- Ensured consistent service delivery and operational efficiency across daily customer service activities

CUSTOMER CARE AGENT | 2012 – 2017

- Provided customer service to consumers and vendor partners, including order monitoring and issue resolution
- Managed and maintained vendor data, including menus, content, and system updates