

Shell Customer Experience Executive to join Board of Warwick Analytics

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LONDON, UNITED KINGDOM, September 26, 2017 /EINPresswire.com/ -- Shell's Head of Customer Experience, Mark Harrison, is to join the Board of the disruptive analytics firm [Warwick Analytics](#).

Since joining Shell in 1992, Mark has gained global exposure in various leadership roles spanning operations, sales and marketing, business development and customer experience. In his current role, he is responsible for customer operations excellence across of Shell's Downstream B2B and B2C marketing businesses globally.

Mark brings direct experience of customer centric business transformation to Warwick Analytics, complementing their analytics for automated insight for CX professionals.

Warwick Analytics' software, [PrediCX](#), automatically transforms unstructured and structured data sets meaning that text data such as complaints, surveys, reviews and call centre information can be analysed in near real time, without the huge amount of human effort currently required with analytics. It is being deployed by leading airlines, manufacturers and retailers globally as they move towards a more autonomous and consistent customer journey.

Mark says: "Warwick Analytics is helping to solve some of the most significant challenges in Customer Experience across all sectors. Customer touchpoints are drowning in unstructured data and making sense of that to help automate and guide businesses towards delivering a seamless experience is a game-changer for the customer and for business performance. When I came across them, I was very interested to get involved."

Dan Somers, CEO at Warwick Analytics adds: "Mark's first-hand experience and knowledge is going to help drive our continued growth within the customer experience analytics market through an even greater understanding of our customers' needs. We are very excited to have Mark join the team."

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