

Lainey Logan

☎ (704) 555-3816 ✉ lainey.logan@example.com

🌐 [linkedin.com/example/laineylogan](https://www.linkedin.com/example/laineylogan) 📍 Charlotte, NC 28202



SUMMARY

Voice and digital product leader with 12 years of experience shaping consumer journeys across insurance, financial services, and assisted service channels. Guides complex quoting, retrieval, **re solicitation**, agent support, and connected customer experiences from problem definition through validated delivery. Uses customer research, session replays, **competitive intelligence**, funnel analysis, and **self service analytics** to clarify opportunities and inform product decisions. Partners closely with UX Design, User Research, data, engineering, platform, operations, and compliance teams to create business cases, journey maps, experience flows, process flows, and measurement plans. Work has supported quote completion, lead conversion, bind outcomes, customer experience, and operational efficiency. Brings practical knowledge of **homeowners insurance**, voice interactions, carrier requirements, and multi system service design, with a collaborative approach suited for remote teams and periodic in person planning.

EXPERIENCE

Senior Product Manager, Voice and Assisted Experiences

July 2022 - Present

Pinnacle Harbor Insurance

Charlotte, North Carolina

Owns product direction for homeowners and personal lines voice journeys connecting digital quote intake, licensed agent support, customer data retrieval, and follow up communications. Leads discovery, prioritization, measurement, and delivery across UX, research, analytics, engineering, platform, and operations partners.

- Mapped quote recovery journeys using **session replays** and funnel analysis, clarifying re engagement priorities.
- Established reporting plans for completion, conversion, bind outcomes, transfers, and repeat contacts.
- Created cross system flows linking web intake, voice routing, **retrieval**, agent desktop, and follow up.
- Built investment cases with UX, research, analytics, engineering, and operations partners.
- Guided assisted quote **discovery** through **user research**, platform constraints, and testable product hypotheses.

Product Manager, Conversational and Digital Journeys

March 2019 - June 2022

Blue Ridge Financial Services

Richmond, Virginia

Managed consumer servicing journeys across interactive voice, web, and representative supported channels for financial products with complex identity and retrieval requirements. Coordinated discovery, analytics, experience **definition**, launch validation, and roadmap decisions across product, design, engineering, compliance, and operations.

- Combined competitive reviews, call listening, analytics, and research to explain self service abandonment.
- Defined reporting views connecting digital events with call outcomes for roadmap decisions.
- Led authenticated **retrieval** and routing improvements across platform, UX, data, and frontline workflows.
- Produced service blueprints aligning teams around customer states and exception paths.
- Validated launches through funnel performance, contact reasons, feedback, and operational observations.

Digital Product Owner

August 2016 - February 2019

Evergreen Mutual

Columbus, Ohio

Directed backlog execution for personal insurance quote and servicing experiences. Converted customer and business problems into sequenced capabilities while coordinating UX, engineering, underwriting, service, and technology stakeholders around compatibility, handoffs, recovery, and measurable release outcomes.

- Investigated quote funnel behavior with analysts and researchers, isolating confusing questions and **retrieval** failures.
- Coordinated guided question flows across UX, engineering, underwriting, and service stakeholders.
- Developed journey artifacts covering straight through paths, agent handoffs, saved sessions, and exceptions.
- Used product dashboards and feedback to prioritize completion, conversion, and service quality improvements.
- Built insurance workflow knowledge through discovery with underwriting, service, and technology experts.

Associate Product Manager, Customer Channels

July 2014 - July 2016

Crescent National Bank

Nashville, Tennessee

Supported digital and phone channel delivery for consumer account acquisition and servicing in a regulated, multi system environment. Connected customer evidence with product requirements, process diagrams, acceptance criteria, testing, release review, and backlog refinement across design, technology, operations, and risk.

- Analyzed web funnels, contact reasons, and feedback to surface recurring customer friction.
- Maintained feature narratives, process diagrams, and acceptance criteria for channel releases.

- Clarified requirements among design, technology, operations, and risk partners before testing.
- Reviewed production results and documented customer impact for backlog refinement.
- Built early expertise in assisted handoffs, **retrieval**, digital forms, and journey mapping.

PROJECTS

Homeowners Quote Recovery Flow 📅 2024

Created a recovery concept connecting interrupted digital quotes with voice routing, retrieval, agent support, and follow up communication. Journey artifacts clarified customer states and measurement needs.

Assisted Service Measurement Framework 📅 2021

Defined a cross channel measurement approach linking digital events, call outcomes, contact reasons, completion, conversion, and operational observations for prioritization.

LEADERSHIP & AWARDS

- Recognized by channel leaders for clarifying interrupted quote recovery opportunities through customer evidence and session analysis.
- Selected by cross functional partners to shape journey maps, service flows, and measurement plans for complex channel work.

EDUCATION

Bachelor's Degree in Business Administration

2014

University of North Carolina at Charlotte GPA: 3.5

Charlotte, North Carolina

Coursework: Product strategy, business analytics, operations management, organizational behavior

CERTIFICATIONS

- Certified Scrum Product Owner 📅 2018
- User Centered Design Certificate 📅 2020

TECHNICAL SKILLS

- **Product Management:** Roadmaps, Backlog management, Product discovery
- **Voice Platforms:** Interactive voice response, Voice routing, Voice quoting
- **Insurance Systems:** Homeowners insurance, Carrier systems, Policy workflows
- **Analytics Tools:** Funnel analysis, Self service analytics, Reporting dashboards
- **Research Methods:** User interviews, Session replays, Competitive reviews
- **Experience Design:** Journey maps, Experience flows, Service blueprints
- **Process Design:** Process flows, Exception paths, Acceptance scenarios
- **Digital Channels:** Web quote intake, Digital forms, Customer portals
- **Agent Workflows:** Agent desktop, Licensed agent support, Contact center workflows
- **Data Integration:** Customer data retrieval, Digital events, Call outcomes
- **Delivery Practices:** Agile delivery, Scrum, Backlog refinement
- **Measurement Planning:** Quote completion, Lead conversion, Bind rates

SKILLS

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|------------------------------|------------------------|----------------------------|--------------------|
| • Product strategy | • Homeowners insurance | • UX design | • Journey mapping |
| • Voice experiences | • Product discovery | • Self service analytics | • Experience flows |
| • Digital product management | • User centered design | • Competitive intelligence | • Process flows |
| • Agent assisted workflows | • User research | • Session replay analysis | |

PROFESSIONAL AFFILIATIONS

- Product Development Forum contributor, sharing practical methods for journey mapping, discovery, and cross functional alignment.
- Insurance Product Community participant, exchanging perspectives on customer experience, quoting, servicing, and carrier workflows.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST