



Reshape CX
Customer experience and contact centre consultants

Rebuild the customer experience.

Practical transformation. Smarter operations. Better outcomes for customers, colleagues and the bottom line.

CUSTOMER EXPERIENCE / OPERATIONS / TRANSFORMATION

Led by Mark Powney | 20+ years across regulated service, retail, telecoms and broadband.

THE CASE FOR CHANGE

Your customer operation should work harder.

When customer demand grows, processes fragment and costs rise, another technology purchase is rarely the whole answer. Reshape CX connects strategy with front-line execution.

See the real problem

Find the drivers of avoidable contact, repeat complaints, inconsistent service and cost, through data, colleague insight and customer evidence.

Fix what matters

Redesign journeys, decision rights, operating models and performance routines, without losing sight of service continuity.

Embed the change

Move from recommendation to delivery: accountable owners, practical pilots, measurable benefits and ongoing capability.

Build to last

Create teams, workforce planning and management disciplines that can improve long after the assignment ends.

Boutique, senior-led support shaped around the actual business challenge.

SELECTED OUTCOMES

Credibility built on measurable change.

Results below reflect achievements from Mark Powney's prior employed leadership roles, not engagements delivered by Reshape CX.

53%

FEWER COMPLAINTS

Cuckoo: reduction through root-cause fixes and improved customer journeys.

33%

FEWER OMBUDSMAN COMPLAINTS

Cuckoo: lower external escalation volume.

£713k

ANNUAL SAVINGS

Tesco: simplifying IVR choices from 52 to 3.

9%

MONTH-ON-MONTH RETENTION GAIN

Cuckoo: retention increased to 49% by March 2026.

OTHER DELIVERY MARKERS

300-person operation led • £6m+ budget directed • FCR improved from 65% to 72% (Cuckoo) • AI-supported knowledge enabled 40% greater enquiry capacity

Metrics are context-specific historical outcomes; future performance is not guaranteed.

CONSULTANCY SERVICES

Six ways to reshape performance.

Engage on one urgent priority or combine workstreams into an end-to-end programme.

01

CX DIAGNOSTIC & ROADMAP

Service health check, journey friction, voice of customer, cost-to-serve, prioritised 90-day roadmap.

02

OPERATING MODEL & TRANSFORMATION

Organisation design, multibrand integration, channel strategy, governance and change delivery.

03

COMPLAINTS & RETENTION

Root-cause action, escalations, vulnerable customers, retention, first-contact resolution.

04

AI, AUTOMATION & DIGITAL

Use-case selection, AI-assisted knowledge, adoption, controls and operational benefit tracking.

05

WFM & OUTSOURCING

Forecasting, resourcing, scheduling, supplier performance, service and capacity optimisation.

06

INTERIM CX LEADERSHIP

Hands-on executive cover, turnaround support, team development and leadership coaching.

AN EXECUTION-LED MODEL

No 100-slide strategy left on a shelf.

A clear delivery rhythm. We work with your existing teams, not around them.

01

Discover

Listen to leaders and front-line colleagues; baseline operational performance and customer friction.

02

Design

Define the right future state, practical business case, owners and measurable success criteria.

03

Deliver

Pilot, iterate, align suppliers and frontline leaders, and roll change out safely.

04

Sustain

Embed business reviews, operational controls, people capability and continuous improvement.

How an engagement runs

1

Free call

A short, no-obligation chat about your operation and what you need.

2

Clear written proposal

We set out the scope, timescales and costs in writing, and work starts once both sides have signed.

3

Delivery and handover

We carry out the work with regular check-ins, then hand everything over in full, so there are no surprises.

Ways to work with us

Focused diagnostic

A short, fixed-price review that shows what to fix first.

Fixed-scope project

A defined piece of work with clear deliverables and dates.

Interim leadership

Full or part-time leadership for a set period, to cover a gap, steady an operation or lead a major change.

Advisory retainer

Regular, flexible support for leaders, from a monthly retainer to a second opinion before a big decision.

MEET THE FOUNDER

An operator first. A consultant by design.

Mark Powney | Founder, Reshape CX

Mark brings more than 20 years of customer service and operational leadership across telecoms, broadband and retail. He has led regulated, multichannel operations, directed a £6m+ budget and managed in-house teams and outsourced delivery partners in the UK and internationally.

EXPERIENCE THAT TRANSLATES INTO ACTION

CUCKOO • Customer service and CX leadership during a four-brand consolidation.

BT • Regulated operations, complaint reduction and integration.

TESCO • Major contact centre service and cost transformation.

CURRYS / PC WORLD • Regional customer experience and store leadership.

INDUSTRY ENGAGEMENT

2025 European Contact Centre Awards finalist (Cuckoo strategic transformation programme) • 2026 UK Contact Centre Forum Awards judge • Contact Centre Directors Guild member.

Mark is available for consultancy, interim and transformation assignments.



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Let's make change real.

Whether you need to stabilise customer service, improve complaints, rethink your operating model or make AI useful in practice, the first step is a focused conversation.

START WITH A CONVERSATION

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