

# Erin Naylor

## Senior UX Researcher · Product Strategy Partner

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### PROFILE

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Senior UX Researcher operating as the product strategy partner across an enterprise CCaaS platform — owning the path from ambiguity to shipped scope. I frame product problems, define MVPs and GA-readiness criteria, author epics, user stories, and success telemetry, and shape phased roadmaps so Product and Engineering can execute with confidence. Four years embedded across the full Service stack; three onsite contact center deployments; research grounded in every operational persona on the floor.

### WHAT I DO

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- **Product Problem Framing.** Reframe ambiguous, multi-stakeholder problems into a coherent product thesis and prioritized scope — e.g., repositioning a routing Copilot from “missing data” to “absent time-based explanation,” realigning PM and Engineering on the real foundational requirement.
- **MVP Definition & Scope.** Define the MVP problem space and product strategy (See → Decide → Act), authoring epics, user stories, and success telemetry before engineering investment to prevent late-cycle scope churn.
- **Roadmap & Release Sequencing.** Translate evidence into phased roadmaps with committed release timing and explicit residual-risk visibility at each GA gate.
- **Research-to-Revenue.** Turn discovery signal into product and service sure bets that reduce churn, improve time-to-value, and support multi-year account expansion.
- **Product Operating System.** Built a repeatable Research → Requirements process (rapid testing, Confluence traceability, requirements playbook) adopted across Service; 1,245+ evaluations across 20+ modules at the team's highest throughput.

### CCAAS DOMAIN EXPERTISE

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**Platform Areas:** VoiceConnect / voice & IVR, omnichannel routing, agent desktop, supervisor tooling, Workforce Management, Quality Management, social care, AI Copilot, telephony, guided workflows, CCaaS implementation.

**Contact Center Personas:** Agents, supervisors, WFM analysts, QM analysts, operations managers, admins, trainers, and executive CX leaders.

**Field Research Footprint:** Three onsite deployments inside live enterprise contact centers — Fortune 500 retail, global consumer electronics, and global CPG.

### EXPERIENCE

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#### Senior UX Researcher → Product Strategy Partner, Sprinklr

2021 – Present

*VoiceConnect (CCaaS) · Workforce Management · Supervisor Console & Mobile · Social Care · AI Copilot · Project Saral · Remote*

#### VoiceConnect — CCaaS Voice NPI

- Owned discovery, usability validation, and GA-readiness criteria for Sprinklr's integrated voice/telephony NPI — serving as the decision-quality bridge between user evidence and go/no-go criteria.
- Synthesized user, Infra, and operational inputs into prioritized epics with committed release timing; aligned Product and Engineering on scope tradeoffs and residual risk at launch.

**Impact** — *Confident enterprise GA with material risks addressed pre-launch across 26.1 / 26.4 / 26.7.*

#### Project Saral — Unified Routing Debugging Copilot (AI)

- Reframed the product problem from “missing data” to the absence of a coherent, time-based explanation of routing decisions — repositioning the foundational platform requirement for PM and Engineering.
- Led multi-persona enterprise discovery (Ops, Internal Support, Platinum Support) to validate Routing Replay as the foundational capability for a trustworthy AI debugging Copilot.
- Defined PRD scope and ticket prioritization across a phased roadmap (26.7 diagnostics foundation → 26.10).

**Impact** — *Anchored an AI Copilot roadmap to a sequenced, buildable plan with a clear foundational bet.*

#### Supervisor Mobile — MVP Definition

- Defined the MVP problem space and product strategy (See → Decide → Act) for real-time supervisor workflows; authored epics, user stories, and success telemetry (time-to-action, SLA risk, nudge engagement) before build.
- Pioneered a Rapid Design Testing program embedding Sprinklr's CFM into the development lifecycle — piloted here, then scaled to Agent Copilot and WFM — giving teams user evidence without slowing delivery.  
**Impact** — *Prevented late-cycle scope churn; handed PM a build-ready, instrumented MVP.*

### Workforce Management — Enterprise NPI

- Led 2-day onsite discovery observing live forecasting, scheduling, governance, and reporting workflows; delivered a multi-method assessment identifying 39+ adoption risks and a post-GA improvement backlog.
- Defined a prioritized improvement roadmap — embedded guidance, automation for shift bidding/time-off, AI assistance, reporting clarity — adopted by Product into upcoming release trains.  
**Impact** — *Reduced onboarding friction and long-term support dependency for enterprise customers.*

## SKILLS & TOOLS

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**Product:** Problem framing, MVP & scope definition, roadmap sequencing, GA-readiness gating, PRD authoring, success metrics & telemetry, prioritization.

**Research:** Discovery, usability & heuristic evaluation, onsite field studies, persona modeling, survey design, mixed-method synthesis.

**Tools & AI:** Jira, Confluence, Figma, Sprinklr CFM; AI/LLM-driven synthesis and prototyping across transcripts, recordings, and product docs to scale across 20+ pods.

## EDUCATION

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[Degree], [Institution]

## BEYOND WORK

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Avid swimmer and outdoors person; deep reader of sci-fi, fantasy, and adventure — drawn to worlds whose building is so thorough you trust every decision inside them. That's the standard I bring to product.