Brandon Lira

Customer Experience Leader | Support Operations | AI Automation

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Professional Summary

Customer experience leader with 9+ years building and scaling support organizations at Peloton, HEB Digital, and high growth SaaS companies. Leads multi team orgs of up to 60 people, with a track record of double digit gains in CSAT and resolution time. Builds AI tools hands on with Claude, from voice of customer analytics to real time escalation alerts, to make support teams faster and smarter.

Selected Impact

- Cut $500K in operating costs in one year with a global reimbursement workflow at Peloton.
- Raised CSAT from 86% to 96% and cut resolution time 64% within five months at Aloha.
- Reduced AHT 75% and MTTR 60% at Move HQ supporting the US Department of Defense.
- Sustained 95%+ CSAT for a team of 25 handling 150K+ weekly deliveries at HEB Digital.

Experience

Aloha | Manager, Support Operations & Automation | June 2026 to Present

- Report directly to the COO and lead two teams totaling 18 people (a Technical Success team of 12, plus a Client Experience team of 5 and its manager), and own training and onboarding for all CSMs and TSMs.
- Own operational efficiency across the support org, using Claude and other AI tools to build bots and automated workflows.
- Raised CSAT from 86% to 96% in five months by improving handle time efficiency and launching a structured coaching program focused on quality and customer signals.

- Cut time to resolution by 64%, from 7 hours to under 2.5 hours, across all priority levels.
- Built an AI Voice of Customer tool with Claude, modeled after Dovetail, giving CS and Product leadership visibility into customer friction to prioritize fixes.
- Built a real time escalation alert system that flags high risk phrases in Intercom conversations and notifies leadership in Slack.
- Built interactive AI product assessments that serve as the graduation step of CSM and TSM onboarding.

AdQuick | Senior Manager, Customer Success | 2025 to 2026

- Served as acting head of Customer Experience, owning customer success, support, workflows, and knowledge management end to end.
- Built the company's entire Intercom support framework from the ground up, including routing, automated workflows, and AI assisted support, improving response times and routing accuracy.
- Rebuilt the knowledge base with 100+ internal and external articles to drive self service and reduce inbound volume.
- Created reporting dashboards for AHT, SLA compliance, CSAT, and backlog health, and partnered with Product, Sales, and Engineering leadership to turn customer pain points into product improvements.

Move HQ | Manager, Customer Experience | 2022 to 2025

- Cut average handle time by 75% and mean time to resolve by 60% by building SOPs across all support channels.
- Built and managed two technical support teams delivering Tier I and Tier II support to the US Department of Defense and US TransCom.
- Led the rollout of an AI chatbot, omnichannel routing, and IVR call flows, improving resolution times and resource allocation.
- Built a comprehensive help center to expand customer self service.
- Designed a QA program and rubric that standardized quality across all support channels.
- Created a feedback loop with Engineering and Product to triage escalations and keep priorities aligned.

Favor Delivery (HEB Digital) | Fleet Support Manager | 2022

- Managed a hybrid team of 25, including Team Leads, Associate Leads, and Specialists, supporting 150K+ weekly deliveries across Texas.
- Sustained 95%+ service levels for CSAT, talk time, and AHT through KPI management and data analysis.
- Launched automation and agent enablement initiatives that reduced inbound volume and held occupancy above 80%.

Peloton Interactive | 2018 to 2022

Global Claims Manager

- Built and led a remote claims team covering final mile property and casualty liability across the US, Canada, UK, and Germany.
- Cut operating costs by $500K in one year with a global reimbursement workflow that eliminated redundancies.
- Delivered data insights to Legal, Member Support, Insurance, and Field Operations to guide decisions and process improvements.

National Operations Supervisor

- Built and managed an operations support center of 60 people for final mile deliveries across the US and Canada.
- Introduced a workforce management model that aligned staffing with peak delivery windows.
- Cut onboarding time by 25% and raised first week productivity by 20% with a streamlined new hire program.

AppFolio | Associate Manager, Value Added Services | 2017 to 2018

- Led and coached a team of 22 in a high volume call center through weekly one on ones and QA call reviews.
- Consistently met or exceeded targets for AHT, first call resolution, and CSAT.

Skills & Tools

- **AI:** Claude, ChatGPT, Gemini, Lovable, Slackbot, AI workflow automation, AI assisted support

- **Support Platforms:** Intercom, Zendesk, Salesforce Service Cloud, Salesforce Field Service, Jira
- **Data & Reporting:** Tableau, Excel
- **Collaboration:** Monday.com, ClickUp, Asana, Confluence, Quip
- **Leadership:** Support Operations, Customer Success Strategy, Escalation Management, Workforce Planning, QA Programs, Onboarding and Training, KPI Reporting

Education

University of North Texas, B.S. Hospitality Management