

MY STORY

WOMEN IN POWERED ACCESS

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What is your role in powered access?

As the Customer Experience Manager at Versalift, my role revolves around ensuring that our customers receive the highest level of service and support throughout their journey with us. This involves collaborating with various teams to streamline processes, gather customer feedback, and implement improvements that enhance user experience and satisfaction.

How did you come into this industry and what attracted you to it?

I joined Versalift in 2016 as a receptionist and later transitioned to an Accounts Assistant role, gaining valuable insights into the company's operations along the way. During that time, I realised my passion for customer experience and how vital it is to our success. This led to my promotion to Customer Experience Manager in 2022. I was drawn to the powered access industry because of its innovative nature and the opportunity to work with cutting-edge equipment that significantly impacts safety and efficiency on job sites.

What do you find inspiring about your role?

What inspires me most about my role is the ability to make a tangible difference in our customers' experiences. When I hear from customers who have successfully completed projects thanks to our equipment and support, it reinforces the importance of what we do. I love being a part of a team that prioritises customer needs and strives to exceed their expectations daily.

Where do you see yourself in five years and what do you want to achieve?

In five years, I aim to continue expanding my influence within the



Senior Management Team, driving strategic initiatives that foster a culture of excellence in customer service across the organisation. I want to help Versalift further enhance its reputation as a leader in customer satisfaction within the powered access industry and actively mentor others to help them grow in their careers.

What one piece of advice would you give to other women in/thinking of entering the industry?

The powered access industry can be male dominated, but diverse perspectives are crucial for innovation and growth. Don't hesitate to voice your ideas and seek mentorship,

there are many opportunities to learn and grow.

“Believe in the power of collaboration and continuous learning.”