



Consulting Professional #16

Project Manager & Sr. Business Architect

Consulting Professional #16 is a call centre expert with over 25 years of telecommunications industry experience. They have a strong understanding of Customer Relationship Management (CRM) and are adept at implementing leading edge technologies in the e-business arena. This expert has utilized their extraordinary project and program management skills, in combination with superior business architecture and business vision attributes, to successfully launch many outbound call centre marketing programs at Bell Canada.

Early in their career, this individual excelled in Customer Service, Training, and Sales Support, at both Bell Canada and Manitoba Telephone System. Their hard work and excellence was rewarded with a promotion to Director - Internal Communications, where they led several large projects. This consultant's project management expertise resulted in the successful installation of the Bell Ontario Region Television Network (50 satellite locations and 1,000 monitors), and the design and implementation of the largest network ACD call centre environment in the world (52 locations).

In another Director's role, this candidate led a cross-functional team whose mandate was to develop a strategy for using Integrated Voice Response (IVR) as a new distribution channel. The result was a transformation in the way Bell handled its call routing and customer experience, and a \$20 million annual reduction in operating expense. As General Manager - IVR Channel, they developed a voice portal strategy that included a common access strategy, technology evolution, voice navigation/voice recognition, infrastructure stability, management governance, marketing campaign, and the call centre program implementation. Their accomplishments included evolving the IVR from ICR to an e-Marketing tool, attaining an 87% Customer Satisfaction Rating, and doubling penetration rates.

More recently, this industry expert has been responsible for implementing all integrated e-marketing campaigns on 3 channels - Internet, IVR, and Screenphone. They have project managed the launch of several new services to the IVR platform, including 611, Service Confirmation, and Bill Suppression. They have made platform improvements with a significant improvement to Internet availability the end result, while supporting a 60% growth in Call Volumes for Toll Free Services and a 33% growth in e-Marketing applications.

Currently, this consultant is project managing the installation and implementation of an Operational Support System for Belgacom, in Brussels.

This IVR/Call Centre/e-Marketing expert understands the importance of solid operational processes, and how to utilize technology to streamline manual operations. They are extremely well organized, yet flourishes in entrepreneurial settings. This telecom professional has an almost uncanny ability to manage a wide variety of complex tasks simultaneously, and to complete projects on time and on budget, and as such, is in high demand as a project manager.

A Canadian citizen, this consulting candidate reports out of our Toronto headquarters.

Core Competencies:

- ◆ Program Management / 4-TAÉ Methodology
- ◆ Business Architecture / Strategic Planning
- ◆ Marketing / New Product Implementation
- ◆ Training Development and Delivery
- ◆ 25+ years Telecom Subject Matter Expertise

Telecom Industry Disciplines:

- ◆ Customer Care / Call Center / Billing
- ◆ Marketing / Business Planning

Telecom Market Experience:



ILEC/RBOC/PPT	☒	☒
CLEC		
IXC	☒	☒
ISP	☒	

Technology Experience:

- ◆ CO Switch Platforms: DMS-100, DMS-250, 4E, 5E, GTD5
- ◆ Operational Support Systems: CAS, CALRS, PAIRS, P5300 Plant Cost Results, IFMS, BCRIS
- ◆ Desktop Applications: MS Office, Visio, MS Project, Netscape, RUMBA, Crystal Reports
- ◆ Programming Languages: SQL
- ◆ Databases: Informix, DB2, DCL, MS Access
- ◆ Hardware Environments: IBM3090, VAX, UNIX
- ◆ Communications Protocols: TCP/IP
- ◆ Operating Systems: Windows, MS-DOS, VMS

Academic and Industry Accreditation:

- ◆ Business Administration Courses, University of Toronto, Toronto, Canada

Other Distinguishing Attributes:

- ◆ Certified Total Quality Management (TQM) instructor
- ◆ Member of Project Management Institute (PMI), American Productivity & Quality Centre (AMQC)
- ◆ 3D Project Management process training