

CHRIS LOFTS

Mobile: 0759 004 7865 Tel: 01227 740082 eMail: chris@chrislofts.co.uk

Profile

Experienced CRM implementation Senior Business Analyst/Consultant with full project lifecycle experience across a range of market sectors and clients. Call Centre Consultant and Senior Manager with 15 years experience in large scale implementations, business reviews, change initiatives and multi site operations. Former Solution Consultant undertaking projects for Call Centre, CTI, IVR and Multi-Media Messaging technologies and business process.

Career Summary

July 2004 – September 2008. Director/Consultant (Co-owner) Specialist Call Centre Services

- Delivery of call centre consultancy projects including process re-engineering, operational reviews and optimisation. Key achievements include:
 - Delivered Call Centre AHT reduction project for large UK based retailer of home computers and FMCG. Delivered reduction in AHT of 15%, FTE reduction of 40.
 - Led Help Desk fault diagnosis process re-engineering project with large UK based retailer of home computers. Led to improved customer service and process efficiencies.
 - Undertook organisational review for specialist London based call centre providing professional indemnity insurance to the medical profession. Resultant recommendations predicted significant cost savings and improved member service.

December 2003 – July 2004 Principal Consultant Catalyst-IT Partners

- Call Centre and CRM implementations including business process re-engineering, requirements gathering and system design and implementation.
- Contributed to ITT submission to work with CRM system integrators for large Clarify CRM implementation within a mobile phone company.
- Worked as senior business analyst with Camelot (National Lottery) as part of the project team implementing new player subscription service. Specifically focussed upon call centre impact.

November 2000 to December 2003 Senior Business Consultant, Clarify (Nortel/Amdocs) e-Business PSO.

- Extensive enterprise CRM (Amdocs) project experience with large, UK based, Mobile phone operator including:
 - Development and implementation of Clarify solution within the Life Cycle Management contact centre.
 - Business review of existing Clarify (CRM) Clear Sales implementation.
 - Recommendations for use of Clarify for the management and development of strategic relationships.
- Business architect and work stream lead for full lifecycle BT implementation of Clarify order management and provisioning solution.
- Undertook five week scoping exercise with Netherlands based telco'. The key focus areas for the exercise were the deployment of Clarify for Order Management, improved Trouble Ticketing and support for Sales and Marketing functions.
- Advised Paris based customer employing Clarify Clear Support creating strategy to further develop implementation building upon success of current deployment, implementing latest release and web based e-Support tools.

June 99 to November 2000 Solutions Consultant, Nortel Networks.

- Business and process design authority for 280 seat Directory Access call centre in Istanbul, Turkey. Accountable for the overall design of call centre systems including Meridian 1 PBX, Symposium Call Centre Server, IVR, Call Sponsor CTI and Nortel Directory 1 and GDA systems.
- Business and process design authority for the first UK installation of Symposium Call Centre Server on to a DMS 100.

- Provision of expert level consultancy in Call Centre, CTI, IVR and Multi-Media Messaging technologies and business process.
- Act as key internal resource for consultation on product requirements and assisting other team members to understand the process and technologies involved in the call centre, CTI, IVR and messaging environments.

July 96 June 99 Call Centre Operations Manager, Odeon Cinemas Limited.

- Day to day operations and P&L responsibility for large dual site advance sales contact centre.
- Accountable for advance sales of £20 million per annum with operating costs of £1.2 million per annum. Key achievements include:
 - Solely responsible for bringing a newly built call centre to operational status in four weeks, including recruitment, training, management and motivation of staff, design of processes and procedures and liaison with system suppliers and maintainers.
 - Undertook evaluation of business growth resulting in a recommendation to build a new 200 seat call centre. Accountable for all elements of the project including design of system architecture, specification and procurement of call centre systems. Directed building refurbishment, preparation and recruitment of management team. Project budget £2.5 million. Project completion 4 months from Board approval.
 - Accountable for the development and implementation of speech recognition information system. Specified system functionality, prepared invitation to tender, identified supplier, negotiated contract and directed implementation.
 - Identified opportunities for expansion of successful small advance sales call centre. Specified and procured suitable systems. Call Centre subsequently doubled in capacity with a project budget of £500k. Sales increased to £14 million per annum.

**July 95 - July 96 Operations Manager South, Rail Direct Limited.
Call Centre Strategy Manager, South Eastern Train Company.**

- Day to day management of high volume national rail enquiries service across four sites including one outsourced supplier. Key achievement:
 - Directed the refurbishment of a large London call centre (8 million calls per annum), including installation of new Automatic Call Distribution system, IVR system and implementation of an overflow call answering facility with a second call centre.

Knowledge of and Exposure to the following systems & Software.

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| <ul style="list-style-type: none"> • Nortel Meridian 1 PBX • Nortel Symposium Call Centre Server • Nortel DMS 100 • Clarify Clear Support • Clarify Clear Call Centre • Clarify Clear Sales • Clarify E-response manager • SDX Index (Call Centre PBX) • Mitel SX2000 (Call Centre PBX) • Bespoke IVR and Speech recognition systems | <ul style="list-style-type: none"> • Macromedia (Adobe) Studio, includes Dreamweaver 8, Fireworks 8, Flash 8. • Advanced user of MS Office including Word, Excel, Powerpoint, Outlook. • Intermediate level experience of Search Engine Optimisation techniques • Intermediate level of knowledge relating to domain name registration and web site hosting. • Q-max (Call Centre) workforce management system. |
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Qualifications.

- Extra Mural Certificate in Transport (Examined at Bachelors Degree Level)
 - Transport Policy & Law (Merit)
 - Transport Operations & Planning (Pass)
 - Transport Economics & Finance (Pass)

Home Address: 32 Cherry Gardens, Herne Bay, Kent, CT6 5QZ

Linked in Profile: <http://www.linkedin.com/in/chrisloftsprofile1>