

## CHRIS LOFTS

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### Profile

**Senior Call Centre Manager and Consultant with 15 years experience in large scale implementations, business reviews, change initiatives and multi site operations. Former Solutions Consultant for Call Centre, CTI, IVR and Multi-Media Messaging technologies and business process. Experienced CRM Senior Business Analyst/Consultant with full project lifecycle experience across a range of market sectors within both domestic and international client organisations.**

### 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. Development and implementation of large scale agent recruitment campaigns and assessment centres. Key achievements include:
  - Engaged by Capita to participate in due diligence exercise focussing particularly on call centre processes.
  - Delivered Call Centre AHT reduction project for The Tech Guys (Dixons Currys PC World – outsourced to Capita). Delivered reduction in AHT of 15%, FTE reduction of 40.
  - Designed and implemented large scale recruitment campaign for The Tech Guys. 110 Call Centre agents within three months.
  - Led Help Desk fault diagnosis process re-engineering project with The Tech Guys. Resulted in improved customer service, process efficiencies and simplified training.
  - Implemented large recruitment campaign for UK based vehicle glass replacement company. 85 Call Centre agents within four months. Process included telephone interviews and assessment centres.
  - Executed internal recruitment and training initiative to “home base” 30 existing employees for UK based vehicle glass replacement company. Designed and facilitated assessment centres, created and delivered technical training.

#### **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.

**November 79 – July 95 Various Rail Industry Roles including: Call Centre Manager for South Eastern Trains, and Retail Training Manager for Network SouthEast.**

**Knowledge of and Exposure to the following systems & Software.**

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