

RONALD NELSON

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EXECUTIVE SUMMARY

“Experienced Operations Director/VP with a solid history of developing Contact Centers of Excellence”

While my formula is simple (People, Product and Process), it takes a unique set of competencies to achieve and sustain optimum performance over time. I am performance driven, I value team, and I foster inclusion.

CORE COMPETENCIES

- Experienced Leader (Single/Multi-Site BPO)
- Understands the Client / Partner Relationship
- Motivates and Inspires (Performance Optimization)
- Engages Employees (Teamwork, Integrity & Pride)
- Contact Center Design (8 Top Center Awards)
- Customer Care (QA, CSAT and VOC)
- **Productive** / Efficient (AHT, ASA, Hold and Availability)
- Revenue Generation (Conversion rates / Billable hours)
- Seat Optimization (Controllable absence / Scheduling)
- Vision of the Site (Goal attainment and growth)

WORK HISTORY

ORLANDO UTILITIES COMMISSION | Director – Customer Service | Sep 2016 to Current

Lead a (175) seat (4) location Call Center operation (IB, OB, Back Office and 3rd Party Support) located in Orlando, FL.

Primary Lines of Business:

- Clients – Mayor and City Commissioners – Supporting City of Orlando (320K Residential / Commercial Accounts)
- Utility Service Provider – Start / Stop / Change Account Management (Water, Electric and Renewable Energy).

Primary KPIs include:

- Cost: Cost/Call, Disposition Code Compliance, FCR and Transfers
- Customer Satisfaction: CSAT, QA and J D Powers
- Productivity: WFM (AHT, ASA, Availability, HOLD Time, Service Levels and Abandons)

VXI GLOBAL SOLUTIONS, LLC | Director – Site Operations | Apr 2015 to Aug 2016

Lead a (750) seat (4) client BPO Operations Call Center located in Tucson, AZ.

Primary Lines of Business:

- Clients – AT&T, DirecTV, America On-Line and Bobs Furniture (Top Center – North America EOY 2015)
- Telecommunications – New, Upgrade and Retention Accounts (Phone, Internet, Wireless and TV/Video)
- Retail - Customer Service and Tier 1&2 Technical Support (Delivery Schedules, Warranties & Repair).

Primary KPIs include:

- Client – Process (Call Flow & PCI Compliance), Sales / Service (Conversion Rates, QA, VOC and NPS)
- Company – Profitability (Billable to Payable), Occupancy (Attrition, Attendance and Productivity Metrics)
- Operations – Client Relationships, Budgets, Facility, Performance Management and ESAT.

PROFIT MASTERS USA, LLC | Owner - Consultant | Nov 2012 to Mar2015

Owner/Consultant – Leadership and Personal Development Company:

- Call Center of Excellence (Center Design, Call Flow Scripting and Performance Optimization)
- Sales and Service Coaching and Development (Manager on-boarding, Behavior Change DAPs, CAPs and PIPs)
- Employee Engagement and Client/Union Relations.

CONNEXION TECHNOLOGIES, LLC | VP - Customer Care | Oct 2009 to Oct 2012

Lead a (1500+) Core and Near Shore BPO Call Center Operations – Site Locations (AL, CA, FL, NC and Costa Rica)

Primary Lines of Business:

- Clients – AT&T, DirecTV, Dish and 2000+ HOA, MDU and Mobile Home Associations
- Telecommunications – New, Upgrade and Retention Accounts (Phone, Internet, Wireless and TV/Video)
- Retail - Customer Service and Tier 1 & 2 Technical Support (Equipment Maintenance Plans)

Primary KPIs include:

- Client (PCI Compliance, Total Quality Score, Sales Close Rate, AHT, ADH, ASA and NPS)
- Connexion Technology (Billable to Payable/Profitability, Seat Occupancy, Attendance and Attrition)
- Consumer and Network Operations – Monthly Operations and Quarterly CapEx Budgets reconciliation

BELLSOUTH / AT&T, INC.

| Director – Customer Service | Jun 1990 to Sep 2009

Led Single & Multi-Site Locations: (400+ Seats) AT&T (AL & FL) / (300+ Seats) BellSouth Corporation (AL & FL)

Primary Lines of Business:

- Telecommunications – New, Upgrade and Retention Accounts (Phone, Internet, Wireless and TV/Video)
- Retail - Customer Service and Technical Support (Warranties and Equipment Maintenance Plans)

Primary KPIs include:

- BPO - DirecTV and DISH (POE, PCI, and TQA Compliance; Sales Conversion Rates; AHT, ACW & Hold Time)
- AT&T / BellSouth: (Revenue and FTE Budget; Rev/Call, Rev/Order; CRIFT, FCR and NPS; AHT, ADH, and ASA.
- Consumer and Network Operations – Order and Process Flows – Tier 1 & 2 Technical Support

EXPERIENCE**MULTI-CENTER OPERATIONS – VP / DIRECTOR**

- Managed Department and Site Revenue, Expense and CAPEX budgets (16 sites, 6 states and 2 off-shore locations)
- Developed (8) “Center of Excellence” models for Fortune 50, Start-Up and Established BPO companies
- Consistent Top Quartile Ranking in KPI and BPO Oversight (IB/OB/eChat, Sales, Service & Technical Support)
- Specialize in growth, acquisition and right-sizing for operational effectiveness
- Managed multi-client (SOW and RFP contracts)
- Project Managed “Center of Excellence” - Organizational Design and Structure.

SINGLE-CENTER OPERATIONS – DIRECTOR/GENERAL MANAGER / CENTER MANAGER

- Managed Site Revenue, Expense and CapEx budgets (6 site locations)
- As a Client Center Director - Managed contracts for (2) Near-shore BPO Site Locations
- As a BPO Center Director - Managed (2) 500+ seat Site Locations
- Product/Sales/Retention & Analysis, Process Improvement, Safety, Budgets (Consumer & Network Operations)
- Principle lead in the reorganization of 78 multi-state center locations to 28 regional mega-centers.

MAJOR ACCOMPLISHMENTS

- 7-time Pinnacle Award Winner - EOY Performance Recognition (Top 3%)
- Turned (4) “Worst Performing Centers” into “Centers of Excellence”
- CEO Recognized “Top Center in North America Operations (Margins Attainment)”
- Presidential Award Process Improvement – Cost Containment/ROI (Call Handling Process Flow)
- Presidential Award Humanitarianism - Employee Engagement / Post Hurricane Ivan
- Presidential Award Customer Satisfaction – Multiple EOY Award Winner.

MILITARY

- United States Naval Reserves – Enlisted Rank E4 (Communications Electrician and Technical Specialists)
- Alabama National Guard – Officer Rank 03 (**General’s** Aide-de-camp to the Adjutant General – State of Alabama)

EDUCATION**BIRMINGHAM SOUTHERN COLLEGE**

| Birmingham, AL

| BA - Business Administration

ALABAMA MILITARY ACADEMY

| Montgomery, AL

| OCS - Officers Candidate School

BELLSOUTH CORPORATE UNIVERSITY

| Atlanta, GA

| Project Manager / Facilitator / Trainer