

Bryon M Shayna

Contact Information Phone: (586) 588-0111 | Email: Bryon.M.Shayna@gmail.com

CAREER SUMMARY

As an experienced business professional with over 10 years in the contact center space, I bring extensive leadership and management expertise to the table. My background includes serving as a telephony admin and subject matter expert for both Genesys Pure Connect and Genesys Cloud. In my current role as an Application Consultant and CCaaS Designer, I am passionate about mapping the end-to-end customer journey and delivering comprehensive solutions that drive business results. With a results-oriented mindset and a focus on delivering high-quality work, I am committed to helping clients achieve their goals through effective design and consultation.

PROFESSIONAL EXPERIENCE

TTEC Digital, Englewood, CO

Application Consultant

July 2021 - Current

- Consult with clients on Genesys Cloud CCaaS, providing best practice advice and continuous improvement support during the entire project design cycle.
- Conduct design sessions, identify business requirements, evaluate current contact center setup and config, and consult with the client to present them with best practice solutions and recommendations based on their requirements.
- Create call and digital flow designs, work with clients to create agent scripts (if applicable), and present standard 30-minute Genesys Cloud during the first design session for all new projects.
- Create/Manage & Complete Data Collection Workbook, review all tabs, list out client responsibilities in the DCW with client, send DCW and DCW Guide to client for them to complete, and schedule follow-up meetings with client to check status or answer questions.
- Partner with Lead developer to aid in solutioning client's design requests, verify status and viability of any necessary 3rd party connections and interfaces, and solution and validate/test client's requests.
- Collaborate and communicate with GCPA/Lead Developer to ensure that the design and functionality is supported within the current Genesys cloud functionality.
- Participate in Internal / Client Kickoff Project / Status Calls, identify requirements for testing (test data needs), build QA Scripts for QA Testing, and execute QA Test Scripts.
- Create/Manage defect and issue tracking within OnPoint, create/conduct 3 UAT presentations to guide and prepare clients for UAT, and conduct QA to Training hand-off to ensure that trainer understands customizations, any outstanding defects, etc.

Community Choice Credit Union, Farmington Hills, MI

Contact Center Manager

May 2017 – July 2021

- Actively Manage the telephone system for the CU. Tasks include IVR building, recording prompts, customizing workgroups, creating schedules, setting service levels, managing ACD users. All while training my peer leaders on how the system works in their area as well.
- Manage external contact center that provides support for overflow and afterhours interactions. This includes script management and contract management.
- Manage Multi Site and remote team members to ensure engagement and a sense of team is felt across the department no matter where they are working from.
- Recruit, interview, and completed all succession planning for department all while maintaining a low attrition rate.
- Analyzed staffing by reviewing workforce requirements and forecasting call volume to ensure service levels are within desired ranges.
- Support organizational projects that involve the Member Contact Center by supporting them on the various project teams.
- Oversee all reward and recognition programs within the department to ensure a high level of engagement and morale is maintained.

Key Accomplishments:

- Project lead for the CU while implementing Smart Apps for our telephony system to increase the member experience by allowing members to self-authenticate and hear balance information all while helping increase efficiency within the contact center team member experience.
- Help facilitate the creation of an automated dashboard for agent performance metrics to aid in coaching and helping the team members know where they stand more frequently.

Community Choice Credit Union, Farmington Hills, MI**Assistant Contact Center Manager****July 2015 – May 2017**

- Manage and optimize all systems and processes for the contact center, including areas such as staff forecasting, technology, quality assurance, reporting, and payroll
- Develop, create, and track key performance indicators (KPIs) to support credit union business goals
- Implementation of new phone system to increase and optimize our member experience by creating a smart IVR and segmented contact center to drive efficiencies
- Provide leadership and coaching to call center team members
- Manage external contact center that provides support for overflow and afterhours interactions. This includes script management and contract management

Key Accomplishments:

- Created and implemented new Quality Assurance program for the credit union that is being implemented into our new phone system.
- Created and developed trend reporting on agent metrics to show the trends of product and service cross selling to determine agent performance and identify performance standards.

Scientific Image Center Management Inc. Lifestyle Lift, Troy, MI**Call Center Operations Manager****June 2014 – March 2015**

- Managed the daily performance and operations for 600+ contact center and web agents internal and external
- Provided expert advice to outsource account executives regarding scripting, sales strategy, and process improvements
- Determine call center operational strategies by conducting needs assessment, performance reviews, and cost/benefit analysis
- Managed multiple vendors and negotiated contracts to ensure we met our departmental budgets

Key Accomplishments:

- Increased sales conversion and customer experience by performing a needs assessment of the initial connection with our outsource partner
- Created a quality program that identified trends in the customer experience, which allowed me to develop training to focus on areas that were underperforming

LSJ Marketing for Lifestyle Lift, Troy, MI**Sales Manager/Performance Coach****February 2012 – May 2014**

- Managed a large team of contact center and web agents and conducted interviews for contact center positions
- Analyzed daily metrics to set goals for employee performance and development
- Conducted call monitoring to provide feedback and build trusting relationships
- Held weekly team meetings to share ideas to improve performance and create an environment of success

Key Accomplishments:

- Drove 49.8 million in revenue in 2013 between my contact center and web teams
- Developed and implemented "Beyond the Script" sales training for all contact center agents, working directly with the Director of Operations and the Manager of Training and Development
- Participated in a User Advisory Group to help develop our CRM interface with a focus on patient path

EDUCATION

Currently attending and pursuing a degree in Cloud Computing **Macomb Community College**, Macomb, MI

- Expected graduation date May 2023. Associates of Applied Technology – Cloud Computing

Anchor Bay High School, Fair Haven, MI 2001

CERTIFICATIONS

- Microsoft Certified: Azure Fundamentals Issued December 2022
- AWS Academy Graduate – AWS Cloud Foundations Issued July 2021
- AWS Certified Cloud Practitioner – Issued September 2022
- Genesys Cloud Certified Professional Issued September 2022
- Genesys Cloud Architect Certified Specialist Issued December 2022
- Genesys Cloud CX: Developer Certification Issued January 2023

AREAS OF PROVEN PERFORMANCE

CCaaS ♦ CX Design Consulting ♦ Contact Center Management ♦ AWS Process Mapping ♦ Project Management