

# William Kane



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<https://github.com/WPTK/writing-samples>

## Summary

### Leadership Experience:

15+ years experience in Customer Service / Customer Care leadership roles managing front-line and exempt teams ranging from 10-40 direct reports and 120+ indirect reports.

### Individual Contributor Experience:

10 years creating rich and engaging content, such as:

- \* Technical Manuals
- \* Learner Guides / Workbooks / Handouts
- \* Customer-facing communications (emails, landing pages, forms)
- \* FAQs, Support docs, and more

### Top Skills:

- \* Team Leadership / Development
- \* Content creation / technical writing / instructional design
- \* Technical support

## Experience



### Director of Customer Care

#### Curative

Jun 2021 - Present (8 months +)

I currently manage a team of 5 people leaders and am responsible for the insurance verification, escalations, and quality assurance teams. I founded the quality assurance team and helped transition the insurance verification team from a typical outbound appointment scheduling team.

#### Key Accomplishments

- Create and maintain quality guidelines, manuals, evaluation forms for the Customer Care department
- Founded and currently manage the company's non-clinical quality appeals and calibrations processes
- Work with direct and indirect reports to resolve patient issues daily (answering questions, handling escalations, etc.)
- Partner with training department to ensure department guidelines and manuals reflect current processes



### P&C (Builders Risk) Marketing Call Team Supervisor

#### US Assure

Oct 2017 - Jun 2021 (3 years 9 months)

I oversaw the outbound team, monitoring quality and conducting behavioral and performance coaching. I created policies, procedures, workflows, and training documents for both new and existing outbound call campaigns.

**Key Accomplishments:**

- Led process improvements, driving call quality scores up by 10%, conversion rates up by 5%, and production scores up by 15% year over year.
- Standardized new hire training curriculum to reduce ramp-up time from one year to four months.
- Built new dashboards to track productivity, offline activity, and call quality, reducing reporting time from eight hours per week to four hours.

## **Customer Experience Consultant**

iWorkGlobal

Jun 2016 - Jun 2017 (1 year 1 month)

Contract role.

\* Created technical manuals and documentation to support Zendesk implementation

- Re-designed Quality Assurance forms and developed and implemented effective coaching styles, reducing quality evaluation time by 50%.
- Mentored quality coaches, team leads, and employees, boosting overall efficiency by 30% without compromising interaction quality.

## **Sr. Technical Advisor**

Apple

Nov 2014 - Nov 2015 (1 year 1 month)

I met and exceeded all customer satisfaction (CSAT), call quality, and average handle time (AHT) goals. I was selected to participate in the first training and go-live sessions supporting Beats headphones.

**Key Accomplishments:**

- Maintained above-average Quality and CSAT score of 98%, resolving escalated calls for Mac, iPhone, iPad, and Beats devices.

## **Operations Training Supervisor**

Express Scripts

Apr 2009 - Jul 2014 (5 years 4 months)

I led a 15-member team of training specialists providing annual training to 500+ new hires and continuing education opportunities for 1,500+ employees across six sites. I developed and designed computer-based training, facilitator-led training, and virtual training modules, using the ADDIE instructional design model.

**Key Accomplishments:**

- Discovered overlap with call queues that reduced expenses by \$350k/year.
- Earned accolades as highest-rated trainer (of approximately 100 trainers) based on post-course call quality, retention, and job satisfaction.

- Collaborated with integration teams to create training content such as facilitator and learner guides, handouts, technical manuals, soft skills courses, and new hire training plans.



## **Sr. Contact Center Quality Analyst**

### **Express Scripts**

Apr 2005 - Oct 2009 (4 years 7 months)

- Mentored new Quality Analysts to ensure compliance and development metrics were satisfied
- Assumed "Subject Matter Expert" role on a project to redesign and re-evaluate guidelines for non-clinical call taking, e-mail handling, and written correspondence. Reduced handle time by 20% and provided realistic, patient-focused goals.



## **Escalations Supervisor**

### **Express Scripts**

Aug 2004 - Apr 2005 (9 months)

- Coordinated, supervised and accounted for the daily/weekly/monthly activities for a team of 20+ Customer Service Representatives
- Provided coaching and feedback to team members, including formal corrective action
- Selected to monitor and process payroll for several teams, totaling 65 employees

## **Education**



## **College of Coastal Georgia**

Associate of Science - AS, Political Science and Government

2016 - Jun 2019

## **Skills**

Call Centers • Management • Contact Centers • Technical Support • Health Insurance • Technical Writing • Instructional Design • Support Documentation • Writing • Content Development