



Keynote
Speakers &
Judges
Biography

September 17 & 18

2014



Day 1 Symposium Speakers' Biography

**Slot
1A
9.15
AM**

Ed started his career 20 years ago as a technical consultant in the cross-border point-to-point, microwave multiplexing industry in Houston, TX. He evolved his role into a sales focused position and worked for a number of Mitel partners throughout Southern California, before joining ShoreTel in 2005 as a Regional Sales Engineer.

As ShoreTel grew, Ed was instrumental in the establishment of ShoreTel in Sydney, Australia and in 2008 moved to England where he spent two years as EMEA Sales Engineer. Upon returning to California in 2010, Ed took on the role of Director for the ShoreTel Mobility Sales organisation, before being promoted to Global Director for Applications within ShoreTel Product Management in 2011.

Ed is currently based in Houston, Tx and is a sought after international speaker on End User Experience and Why Design Counts.

The End User Experience - Who is the customer anyway?



Edward Wright,
Global Director
Applications,
ShoreTel

**Slot
2A
10.45
AM**

Stuart Dorman has over 15 years experience in the contact centre industry and is currently leading Sabio's Global Consultancy team. He is a recognised thought leader, and has advised some of the World's foremost organisations on customer service and technology.

Stuart has been a judge for the European Contact Centre and Customer Service Awards for over 5 years and presents at industry events across the globe.

World Class Customer Service - The European View



Stuart Dorman,
Head of
Consultancy, Sabio
Limited

**Slot
3A
11.45
AM**

Mathew Varghese is the Chief Technology Officer of Contact Centre at Cisco Systems for the Asia Pacific, Japan and Greater China (APJC) regions.

In that role, he is responsible for leading customer service transformation engagements, evangelizing contact center technology trends and influencing development of Cisco's





contact center solutions, resulting in positive business outcomes for customer's while also fueling growth of Cisco's Contact Centre business in APJC. Matt and his team of technology architects collaborate with the broader, global Cisco organization to develop, deliver, and optimize new generation of Customer Collaboration Solutions incorporating digital customer engagement trends. Matt is a regular speaker at industry events, analyst events, partner events, Cisco events and customer executive briefings.

Mathew Varghese
Chief Technology
Officer, Contact
Centre Asia Pacific,
China and Japan,
Cisco Systems

Prior to joining Cisco in the year 2000, Matt has held a variety of roles in the Information Technology industry with IBM & HP across different geographies.

Matt is a "COPC certified Six Sigma Yellow Belt in Contact Center Operational Excellence" and has an MBA from the Rutgers Business School in USA.

*Omnichannel Customer Engagement:
Delivering New Outcomes, Adopting New Metrics & Best
Practice*

**Slot
4A
2.00
PM**

Mr Siu Yow Wee currently helms the SMRT Passenger Service Department as a director. During his time at the Passenger Service Department, he undertook the onerous mission of uplifting the customer service level across the organisation and has been championing this cause since 2013. Mr Siu was the man of choice for this position as his experience with SMRT spanned across two of SMRT's main Businesses - Trains and Buses.

In 2009, Mr Siu was a Senior Manager at the Bus Operations department where he developed and honed his management and operational skills. Thereafter, in 2011, he was appointed as the Chief Engineer at the SMRT Circle Line and was commissioned to run the operations of all 30 newly constructed stations in the Circle Line. The task was arduous but Mr Siu showcased his management mastery and innovation in running a new set up. This eventually led to his current appointment as the head of the PSD. Mr Siu empathises and relates well with his peers and subordinates. He does not mind getting his hands dirty and has been an ardent advocate of the 'walk the talk' approach. This came as no surprise as he cultivated an ever-ready and hands-on



Siu Yow Wee
Director, Passenger
Service Department



attitude through his tenures at the operations and logistics arms of various organisations, most notably -Singapore Post Ltd , DHL Express and the Singapore Armed Forces (SAF).

Mr Siu is a Mechanical Engineering graduate from the Nanyang Technological University. He was also a recipient of a local study award and served as a Combat Engineer Officer in the SAF for 11 Years. He currently serves as a Lieutenant Colonel (NS) and commands a NS battalion during his reservist.

Multichannel Customer Service

**Slot
5A
3.00
PM**

Deepak is the cofounder and Director of Customer Services Audit limited, the developers of the Snapshotz Online Assessment and Benchmarking tool for Contact Centres. Launched in 2009 Snapshotz is being employed by over 880 contact centres across Australasia, Africa's, the Middle East, North America and China. Snapshotz was developed driven by the need to have a holistic view of the contact centre operation and to maximize people and operational activities to achieve sustainable customer experience.

Deepak has a MBA (Col), Member of the Chartered Institute of Marketing UK, is a certified project management professional (PMP) USA and has certifications in shipping, risk management, insurance and loss prevention.



**Deepak
Selvaratnam**
Director , Customer
Services Audit Ltd

*The Contact Centre/Customer Service Team Role
In Driving Customer Experience Excellence*



Part 1 Panel Speakers' Biography

**Slot
6A
4.30
PM**

Board Member and Director of Auscontact Association (Australia), Anita passionately embodies the opportunities this industry sector provides.

Elected as President, Customer Contact Management Association (CCMA) in 2007, Anita actively led a strategic review of the Australian industry, resulting in a number of key initiatives to enhance the perception of the industry as an employer of choice, and was instrumental in taking the CCMA into merger discussions to form Auscontact Association in 2014.

Auscontact Life Member and winner of the Contact Centre World Award for her contribution to the industry, Anita is highly regarded in the industry. Managing multinational and national businesses across public and private sectors, Anita has held professional roles in business development, marketing, strategy, operations and customer management, across recruitment, telecommunications and vendor supply, with various organisations including Aspect Software and Telstra.

Also a founder of Asia Pacific Contact Centre Association Leaders (APCCAL), an advisory board launched in 2008, Anita holds position as Vice Chair and brings her extensive experience to bear across a broader spectrum supporting the 11 APCCAL members from within the Asia Pacific region, helping to facilitate information and thought leadership communication and promote business and employment opportunities for the enhancement of the APAC Region and industry at large. Starting a career with Telstra, Anita relocated to Melbourne to re-establish a flagging Telecommunications Reseller Channel, managing national private and public sector accounts. Instrumental in lifting the profile of the Telstra Partner group, Anita had an active role in connecting Telstra with third party suppliers to provide total solutions for the Victorian State Government tender process. Prior to leaving Telstra Anita established a Telstra Data Channel, to accommodate the telecommunications shift from voice to data, successfully recruiting a solid Australian customer base.



Anita Bowtell
President,
Customer Contact
Management
Association (CCMA)



Holding a Diploma in Business Marketing, Anita is an experienced business development professional, with functional specialisation in marketing, strategy, operations and customer management.

**Slot
6A
4.30
PM**

Lena Low has more than 15 years of experience in the Contact Centre industry. Her experience spans across insurance, technology, financial and most recently telecommunications industries, running large scale contact centers and customer service operations and leading transformation projects globally. Companies she has led include International SOS Pte Ltd, Microsoft, UOB and DBS banks.

At present, Lena is the Vice President, Regional Care Operations for Asurion Asia Pacific Pte Ltd leading > 3000 seat care operations within the APAC region.

Lena is a certified COPC-2000® Coordinator and holds a MBA from University of Adelaide. She is also fluent in Japanese language having spent > 10 years in the Japan market.



Lena Low
Vice President -
Regional Care
Operations, Asia
Pacific at Asurion

**Slot
6A
4.30
PM**

Chan Fook Yee has been involved in the CRM and Contact Centre industry for more than 15 years. He has started his career as CRM Consultant and has involved in many successful CRM implementations in Malaysia before he becomes a Project Manager with the role of managing and implementing Avaya's solutions in Malaysia.

He started a new contact centre in 2006 providing outsourcing services and successfully brought the company to become a major Award winning outsourcing player and one of the fastest growing contact centre outsourcing company in Malaysia.

His experience and his contribution to the industry have made him the Executive Director for CCAM (CRM & Contact Centre Association Malaysia) with the role of promoting the CRM and Contact Centre in Malaysia and driving the industry by improving the quality of the contact centre services.

Chan is also an experience contact centre judges where he has judges domestically and abroad for countries like Indonesia, Hong Kong and China.



Chan Fook Yee
President of BPO
Business
Development



**Slot
6A
4.30
PM**

Chris Thomas brings with him over ten years of industry experience prior to joining Republic Polytechnic in 2007. He was instrumental in developing a module on Contact Centre Operations which is offered to students pursuing the Diploma in Customer Relationship & Service Management (DCRSM). This module exposes students to the dynamic world of the booming contact centre industry. In mid-2012, this module has been offered in our part-time diploma program catering to working adults who wish to upgrade themselves or cross into the service sector.

Chris has been championing the contact centre industry as a viable career path among his students. He has collaborated with many industry partners and in 2010, the very first contact centre based scholarship was launched.

Chris has achieved many awards such as being one of the Top Mentors and was awarded the EXSA Service Award (Star) twice in 2011 and 2012. He was also the only staff selected to be sent for training at Disney Institute in Orlando Florida.

Chris possesses a Masters in Education from Monash University, a Bachelor of Science (Hons) in Computing & Information Systems from the University of London and a diploma in Electronics & Computer Engineering from Singapore Polytechnic. He was part of the CCAS EXCO from 2010 to 2012 and was one of the panel of judges for CCAS 2013 Awards.



Chris Thomas
Programme Chair,
Republic
Polytechnic

Part 2 Panel Speakers' Biography

**Slot
7A
5.00
PM**

Jun, Partner at Lavaworks, came with a strong background in business consulting and has led strategic projects in service transformation and customer experience design. She provides customer insights to business leaders and coaches service teams to deliver personalized service. Her experience spans from working with clients from various industries including financial services, engineering, hospitality, healthcare, manufacturing, security services, telecommunications and government agencies. A sought after speaker and facilitator, Jun was responsible for organization excellence and people development initiatives in her past portfolio. Apart from work, Jun serves the needs of people in the community through a social initiative, Stepping-out-2-Serve, that she started together with her friends.



Jun Lau
Partner,
Lavaworks

**Slot
7A
5.00
PM**

Jin Haw graduated with a Bachelor of Electronic and Electrical Engineering from Loughborough University and immediately joined the hottest start-up company of the time, StarHub, as a Network engineer. Spending 7 years there, Jin Haw had the opportunity to work in the Call Centre (for 1 year) and understood the importance of customer service for the organisation.



Tan Jin Haw
Senior Lecturer,
Diploma in
Customer
Relationship and
Service
Management
Republic
Polytechnic

He then joined market research firm, Synovate, where he further pursued his career in service excellence. His projects on measuring customer satisfaction, service excellence and mystery shopping/audit, with notable clients in the Finance, Government, Oil & Gas, Hospitality sectors amongst others, allowed him to have greater appreciation in delivering good service to the customer. Through the research, he was able to help his clients strategically, on improving customer satisfaction. His success in those projects provided him opportunities with bigger scope by handling regional and global scale projects. He would remain with Synovate (which is now known as Ipsos) for another 7 years.

Thereafter, he spent a year with PeopleKey Consulting as a headhunter (where he noticed good candidates were always



keen on improving service excellence and customer service) before joining for GfK (another market research firm). Jin Haw is currently teaching at Republic Polytechnic in the School of Hospitality focusing on modules on service excellence.

Jin Haw has been one of the panel of judges for CCAS Awards since 2012.

**Slot
7A
5.00
PM**

Ms Denise Leong has extensive academic experience and is currently the Deputy Director of the School of Business Management at the Nanyang Polytechnic (NYP), Singapore. She oversees several portfolios in the school, including the Industry Services Hub, Internship Placement Programmes, Overseas Student Exchange Programme and Academic Development and Quality Assurance. She manages on-campus business centres to provide realistic practice-based training for the students. She was the project leader for development of the teaching Contact Centre in NYP as well as the Customer Relationship Management option within the Diploma in Business Management.

Prior to joining Nanyang Polytechnic, Denise spent more than 10 years in the banking industry and has held management positions in corporate banking, retail banking and affluent banking. She also managed bank operations including electronic banking and the contact centre.



Denise Leong
Deputy Director,
School of Business
Management
Nanyang
Polytechnic

**Slot
7A
5.00
PM**

Claudia is a Senior Executive with over 20 years' experience in business management consultancy, HRM and Operations for leading customer-focused organisations. An inspirational thought leader, respected pioneer and leading authority in the international contact centre industry: Claudia transforms customer service & sales organisations to achieve significantly improved value, return on investment and bottom line results - whilst delivering world class customer and employee experiences.

Over the past 20 years she has worked with companies such as Bloomberg, ISS; Blackstone Group; Avery Dennison; RBS Asia; Allen & Overy; SRG; My Call; Citibank; Virgin Mobile;



Claudia Schlesinger
Managing Director of
CCSI International /
CEO of Enlighten
Hong Kong



MasterCard; Central Chinese Government; Cigna; Starhub; Philips; AMEX, SITEL. Her experience has lead her company to become a sought-after consultancy as companies look to instigate HRM transformation, strategic change and implement operational initiatives that focus on improving profitability through creating incremental revenue, increasing customer satisfaction and / or driving operational efficiencies, all with tangible and visible benefits.

Claudia is the current Chairman and Executive Board Member of the Call Centre Association of Hong Kong, a committee member of the APCF (Asia Pacific CRM forum) in Singapore, a global advisor for GreaterChinaCRM Portal and a founding member of the Asia Pacific Customer Service Association. She also currently sits on the APCAL (Asia Pacific Contact Centre Association Leaders) executive committee representing Hong Kong.



Day 2 Symposium Speakers' Biography

**Slot
1B
9.15
AM**

He has 7 years of call center experience working for companies like Dell, Linksys, and Verizon; has worked in Microsoft Singapore as an Account Manager and a Sales specialist for Cloud Solution and now a Cloud Senior Solution Consultant in Acclivis, helping the company promote Cloud solutions.



Blasgil Tanquilut,
Cloud Senior
Solution Consultant,
Acclivis

Cloud Service Evolution

**Slot
2B
10.45
AM**

Ian's eighteen years of experience in the contact centre industry have been marked by the consistent delivery of quality, service and process improvement with a focus on customer satisfaction that is the hallmark of the COPC®Framework. He brings to his position as CEO for the Asia Pacific Region a level of experience that encompasses the full strata of contact centre operations. Having managed in-house and outsourced contact centres as well as back-office processing centres, Ian fully understands the speed of change required when managing within the contact centre environment. His involvement in both inbound and outbound processes includes centres serving the energy, IT, banking, airlines, telecommunications, government, collections, credit card and insurance industries.



Ian Aitchison,
CEO, APAC Region,
COPC Inc.

Since joining COPC Asia Pacific Inc. in early 2006, Ian has led more one hundred on-site operational assessments for some of the most prestigious organisations in Australia, Asia and North America and has provided training for hundreds of individuals on Six Sigma for Contact Centres, Workforce Planning Strategies and High Performance Management Techniques as well as providing CSP and VMO Registered Coordinator Training.

His consulting work with blue chip domestic and international clients consistently delivers tangible results in



customer satisfaction, service, quality and cost and his expertise in performance improvement and customer satisfaction has led him to be invited to share his knowledge through keynote speeches at a number of international conferences over the past few years. He holds a B.A. in Legal Studies from Napier University, Edinburgh Scotland and is presently studying for an MBA from Heriot-Watt University.

It's More Than Just Net Promoter Scores!

**Slot
3B
11.45
AM**

Daniel is an American national settled in Asia for 16 years. He has more than 30 years in the Contact Centre/Customer Service field, both from a senior management perspective and as a recognized expert in the industry. Daniel's master specialty is in Service Quality Research & Training. Daniel founded OmniTouch International in Asia in 2001 and with our Team work extensively with Clients in Asia Pacific, the Middle East and Europe. For 2014, OmniTouch was selected as the CCAS's official Knowledge Assessment & Mystery Shopper Partner for the 2014 CCAS Awards. Daniel was awarded the Contact Centre Champion Award for Singapore 2011, publishes the OmniTouch Journal, and continues to judge Contact Centre and Customer Experience Awards including (in 2013) the UK Customer Experience Awards, Contact Centre Awards in Malaysia and featured Contact Symposium Speaker in Singapore.



Daniel Ord,
Founder & Strategic
Advisor, OmniTouch
International /
Associate Trainer at
Singapore Civil
Service College

As a content provider Daniel co-authored the international Frontline Certification of Excellence (2005) and the Team Leader Certification standard (2011) with a focus on Contact Centres and Service Centres. The real privilege has been to work in hundreds of Contact/ Service Centres around the world over the past 13 years, working with C-level, Marketing, Directors, Supervisors, Team Leaders and of course, the Agents. In 2013, Daniel was appointed an Associate Trainer for The Singapore Civil Service College, where amongst other activities he delivers Service Workshops for the Winners of the National Service Excellence Awards.

How to Coach Agents for Quality - the 7 Steps



**Slot
4B
2.00
PM**

Edward has gathered about 10 years of hands-on operational experience. He began his contact centre experience with American Express as a Team Leader. And subsequently to outsourced contact centres like Vsource (formerly known as Netcel360), Callbiz, Redberry (formerly known as VisionIP) and Readers' Digest.

His functional experience includes Inbound and Outbound Contact Centres, Quality Assurance & Performance Coaching, Process Mapping, Training and Back Office Processing. Edward has participated in many contact-centre related training workshops, including Total Contact Management, Team Leaders Training, Fundamentals in Contact Centre Management, Train-The-Trainer, Netiquette, Situational Leadership, Probe Training, Achieving Extraordinary Customer Relationship, Achieving Greater Heights in Sales and Contact Center Agent Soft Skills Development Series.

In addition, all the trainings involve the soft skills courses conducted by The Call Center School, guest speaking for seminars organised by the Customer Relationship Management and Contact Centre Association of Malaysia (CCAM) and Jebesen & Jessen Communications, as well as judging awards for CCAM.

Edward is a graduate of the University of Sunshine Coast Australia, where he holds a Masters of Business Administration. Edward has been recognised with the Excellence in Customer Contact Skill and Most Consistent Performer awards by the Amex Contact Centre.



Edward Toh
Business Consultant
Jebesen & Jessen
Communications
(M)

Improving Customer Experience with the Power of Knowledge



**Slot
5B
3.00
PM**

Liz Bell has been within financial industry for 25 years, having experience in building, award winning, and distribution channels that handle various methods of customer contact.

A successful career with leading companies such as Aegon and Barclays in some tough regulated environments can be attributed to working with innovative colleagues, not being afraid to try something new and certainly on occasions driving new things into the market to win and retain customers. Working firmly with the service profit chain in mind, pioneering new innovation to satisfy colleagues and clients alike will always be at the forefront of what drives success for the future.

Emotional Connection - Is It Technology or People?



Elizabeth Bell,
Head of Global
Client Service
Centre, Wealth and
Investment
Management,
Barclays Capital
Services

**Slot
6B
4.30
PM**

Pranay is a 15-year communications industry veteran, with 11 years in roles focusing on unified communications and contact centres. He has spent significant amount of time in areas of enterprise architecture, pre-sales, design and consulting with Dimension Data in New Zealand and with companies, such as, Datacom, and Connexion Point Technology Limited.

Pranay is now based in the Asia Pacific regional office in Singapore and focus predominantly on contact centres and hosted solutions for Converged Communications.

An Analysis:

2014/15 Global Contact Centre Benchmarking Survey



Pranay Anand
Business
Development
Manager for
Converged
Communications,
Dimension Data Asia
Pacific

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