

Michael Tom

Workforce and Data Analytics Manager

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EXPERIENCE

Nu Skin, Provo, UT — Manager Workforce and Data Analytics

March 2017 - PRESENT

Oversee the creation and distribution of sales analytics for multiple markets (NA, LATAM, Pacific). Create and provide reporting on key metrics for executive teams including: Sales dashboards, Support Center performance, and Budget analysis. Provide in depth analysis on purchasing customers and wells as using prediction modeling for future sales, inventory and customer acquisition.

Manage a team that oversees hiring, scheduling and inderday management of 350 phone agents. Assure service levels and handle times are met for both phone, chat and social media support for 9 countries across the world.

Recent Projects:

Provided correlation analysis on customer attributes to help predict spikes in sales and call volume. Created sales and promotion tracking in PowerBI, by linking tables from SAP as well as Micro Strategies. Help develop and implement a plan for integration of a BPO in our support center, including forecasting current attrition and ROI analysis. Supported in implementing 2 new main software tools in the region, SalesForce and Geneysis.

Nu Skin, Provo, UT — Operations Data Analyst

April 2014 - March 2017

Report on statistics for 350+ phone agents including revenue, upselling, average call times and monthly rankings. Create reports for management as needed including ROI's on new software, analysis on staffing and trends in sales. Gather and store data for internal auditing on a monthly basis. Create and edit macros in Excel to increase efficiency in reporting and data clean up.

EDUCATION

Brigham Young University, Provo, UT — B.S. Psychology

January 2011 - December 2015

Voluntary Service

Missionary for The Church of Jesus Christ of Latter-day Saints

November 2008 - November 2010 *Paris, France*

SKILLS

Working Knowledge or R, SQL Database creation, SQL querying, Excel, Microsoft Access, PowerBI, and VBA coding.

Ability to clean and compile data from multiple sources. Including SAP, Salesforce, Cisco, Micro Strategies, and custom in house sales tools.

Project management, including creating and meeting deadlines, collaboration with groups, and presentation of reports

4 Years of management experience including, creating individual and team goals, hiring, training, collaboration with other management and teams, developing team members.

AWARDS

Recipient of Support Center "Club Excellence" in 3 consecutive years.

LANGUAGES

French