

Troy Worrell

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INTERNAL/EXTERNAL CUSTOMER SERVICE SENIOR MANAGEMENT

- Customer conscious leader and strategic developer with a successful background orchestrating start-ups as well as elevating and building upon existing organizational performance while retaining personnel.
- Superior capabilities in selection, recruitment, training, development and retention of top performing talents.
- Effective in boosting CSR performance and improving brand recognition, productivity, and membership through advanced leadership and implementations.
- Expert in the identification, analysis, and resolution of diverse customer issues, continuously maintaining top performance while offering consistently superior services.
- Skilled communicator and trainer with success targeting end users and large corporate groups, impacting organizational performance and reputation.
- Highly focused on adhering to organizational missions and philosophy while positively impacting customer loyalty and daily performance.

PROFESSIONAL EXPERIENCE PROFICIENCIES

- **Customer Service Management:** Team Building, Team Facilitation, Training/Development, Work-At-Home workforce Management, Call Center Management, Time & Resource Optimization, Policy/Procedure Development and Warranty tracking and Management
- **Manufacturing:** Team Building, Team Training/Development, Offshore workforce Management (China), Contract Manufacturing selection and Management, Pre and Post Press (web and sheet), Inventory Management, Build of Material (BOM) roadmap, sourcing and cost management
- **CRM Systems:** Strategic/Tactical Planning, Offerings Analysis, Contract Negotiations, System Customization
- **Business Relations:** Contract Negotiations, Executive Staff Participation, Team Facilitation, Problem Resolution, Project Planning, Large Scale Project Management and Risk Management
- **Organizational:** Budget Planning/Preparation, Expense Reductions, and Cost Control

CAREER PROFILE

A highly skilled hands-on Operations and Customer Service professional with 25 years of proven and valuable business experience managing customer relations, operations and manufacturing. Experienced leading in-house employees, work-at-home employees, consultants and international contractors. Vast experience starting and maintaining corporate endeavors in Customer Service, Operations and Administration teams through all phases of large engagements and technology deployments.

MOST RECENT CUSTOMER SERVICE TEAM STATISTICS

- **Department Retention:** 96.8%
- **Contractor Retention:** 100%
- **Department Efficiency:** 88.2%
- **Contact Resolution:** First Touch: 94.2%, Second Touch: 4.3% (1st & 2nd total 98.5%)
- **Average Interaction Time:** 5:48
- **Percent of calls answered within 10 seconds:** 47%
- **Average Hold Time:** 34.42 seconds
- **Direct Customer Satisfaction Rating:** Outstanding: 58.5%, Very Good: 36.4% (94.9%)
- **Net Promoter Score (NPS):** 65.2 (Comparables: Apple: 77, Federal Express: 56, Dell 50)

PROFESSIONAL EXPERIENCE

MV MARKETING, LLC DBA CORVETTE MIKE – Anaheim, CA 2009 – Present

Automotive resale, service, parts, restoration

Director, Operations, Marketing, Internet sales, Customer Service

Primary leadership role in establishing and managing corporate IT infrastructure, customer information tracking systems, marketing activities/ROI utilizing teams comprised of In-House and Contractors. Developed and implemented marketing plan. Tracked, analyzed and implemented changes to existing CRM system to insure accuracy and constant improvement. Interact with all Internet generated customer contacts.

LIVESCRIBE, INC. – Oakland, CA 2006 – 2008

Computer Hardware, Digital Smart Pen

Senior Director, Customer Service

Primary leadership role in all aspects of establishing and managing customer service team, warranty returns and replacements, customer issue tracking, prioritizing and resolution scheduling, utilizing teams comprised of In-House, Contract, Work-At-Home and international workforces. Developed and implemented department procedures manual, forms and methodologies. Researched, qualified and implemented customer facing service interfaces (FAQ, Chat, Knowledgebase and inquiry form). Established consumer and dealer RMA policies, processes, tracking and reporting. Tracked and reported high priority user issues and bugs to stakeholders. Headed fast response triage, resolution and release for high impact issues. Implemented processes for reporting and continuously monitoring and improving Customer Service. Coordinated with Sales, Marketing, Engineering and Development on user comments and requirements. Worked with Marketing and senior staff to track, verify and improve company NPS. Identified and implemented cost saving programs, resulting in a payroll reduction of 23% and bringing other department operating expenses below industry averages while maintaining the same level of customer satisfaction. Supported product launch/NPI activities. Coordinated and qualified release of new products from engineering.

LIVESCRIBE, INC. – Oakland, CA 2006 – 2008

Senior Director, Purchasing, Planning and Logistics

Departmental responsibility for the establishing and management of Purchasing, Planning and Logistics departments and teams. Developed and implemented department procedures manual, forms and methodologies. Researched, qualified, award and manage vendors. Manage and control costs related to product manufacturing, components, logistics and warehousing. Manages key vendor relationships to insure supply and cost control.

UBIQUITY INC. – Berkeley, CA Jan – April 2001

Computer Hardware, Digital Tablet

Consultant – Customer Service, Purchasing and Manufacturing

Primary leadership role in establishing the customer service team, component planning and purchasing and manufacturing vendor selection. Ubiquity folded after only 5 months of operation as a result of the 2001 stock market crash. In the time I was contracted, I was able to write the policies and procedures for the three departments, build and price the build of materials and start the manufacturing vendor selection.

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INTERPLAY PRODUCTIONS - Irvine, CA 1983-1997

Computer Software, Top 3 Computer Game Developer

Vice President of Operations 1991 – 1997

Founded Interplay Productions with 3 partners and grew the business into a 450 person company, a top five international company in the computer entertainment industry. Developed and managed multi-million dollar annual budgets, responsible for every department within the company since inception and oversaw over 150 staff members. As VP Operations, I was responsible for P&L and bottom-line performance in the following areas:

- Customer Service
- Inventory Management of over 75 SKUs
- Material Purchasing, proofing and QA, including all printed materials
- Manufacturing, Warehousing and Fulfillment
- MIS/IS budget and teams
- Multi location Facilities

INTERPLAY – Other titles/duties held 1983 - 1991:

- Vice President of Product Development and Quality Assurance
- Senior Producer
- Product Development Team Leader
- Senior Programmer

HAV-WEB – Newport Beach, CA 1997-1998

Website design firm

Chief Operations Officer

Founded the company with 2 associates and established the business as one of the region's best world wide website design firms. Responsibilities included management of all MIS, Customer Service, Inventory, lease contracts and facilities. Left after the company was sold. I was responsible for P&L and performance in the following areas:

- Customer Service
- Facilities
- Office equipment qualification and purchasing
- MIS/IS:

INFORMATION MANAGEMENT ASSOCIATES – Irvine, CA Oct 1998 – Jul 1999

Consultant – Corporate Relocation

Consulted and headed a team responsible for moving IMA's 250 employees and corporation wide servers from the Orange County airport area to a build to suit office in the Irvine spectrum area. The Build out and move were completed on schedule and under budget. Other items included:

- Led efforts for determining current and future building space requirements, space planning
- Coordinated all tenant improvements, including improvement budget tracking, modular furniture qualification and selection and relocation planning
- Designed security system, selected security service provider and implemented security system, including access control systems, key control system and access reports/tracking.

Independent Consultant – Irvine, CA 1999 – 2001

Consultant – Corporate Relocation

Consulted and headed a team responsible for moving IMA's 250 employees and corporation wide servers from the Orange County airport area to a build to suit office in the Irvine spectrum area. The Build out and move were completed on schedule and under budget. Other items included:

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REFERENCES

www.linkedin.com/in/troyworrell

Additional references available upon request

EDUCATION

Associate of Arts in Business course work, Orange Coast College – 1978 - 1980

Bachelor of Science in Business/e-Business, University of Phoenix - in progress.