

Resume

Sherry Redden Evans
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Big Canoe, Ga
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Sherry is a recognized trainer in the customer service community. She is an accomplished trainer and speaker in the dynamics of the customer service delivery, leadership, team building, coaching and development. In addition, she is a certified call center expert and project leader for the design, development and implementation for service and support departments within Fortune 500 clients.

As a customer retention expert, Sherry provides detailed analysis of the customer touch point work flow processes and the design and implementation for all areas of the customer experience within the organization. (List of clients available by request.)

Evans Consulting Group & Customer Service 101, Big Canoe, GA 1991-Present

A Call Center Management and Customer Service Training consulting firm.

Georgia-Pacific, Consultant

1996-2001

Project leader for the design, development and implementation of a Human Resources Shared Service Center. Developer of training programs for call center management, leadership skills, first line supervisors and customer service.

- Designed, developed and launched human resources service center servicing 50,000 employees. Completed launch on target date.
- Designed and implemented CTI/ACD/IVR interface with case tracking tool, reducing ongoing head count requirements by 25%.
- Designed and implemented Interactive Voice Response Unit.
- Designed and implemented a case tracking system, tracking customer case from cradle to grave.
- Organized and led the purchase and implementation of a reporting tool offering real time analysis and service level performance tracking.
- Organized and led the purchase and implementation of a monitoring system, along with coaching and mentoring plan and department training.
- Led the design and development of a case management application improving departmental service levels and case management.
- Organized and led the purchase, development and implementation of a building a knowledge base, increasing first call resolution by 50%.
- Developed and implemented on-going continuous improvement process for re-seeding knowledge base and ongoing maintenance of knowledge.
- Led incentive project, defined management team goals and led focus groups with employees defining plan to achieve goals.
- Facilitate CRM focus groups.

CIBA Vision Corporation, Duluth, Ga. 1981-1991

700 MM eye-care subsidiary of Novartis, second largest health care company in the world, the product line includes contact lenses, lens care, ocular pharmaceutical, and other eye-care products.

Manager, Call Center and Customer Service 1987-1991

- Managed department handling 2.6 MM calls per year.
- Coach and direct supervisors for ongoing employee relations.
- Directed team efforts of call center supervisors, technical communications and training & development responsible for 98 call center representatives for both professional and retail customers.
- Directed team efforts for ongoing customer service training on all new products and marketing programs.
- Directed team efforts for continuous improvement, departmental goals and employee performance.
- Directed team efforts for annual budget planning.
- Directed team efforts for incoming call forecasting and scheduling of ongoing headcount requirements.
- Directed all training activities including annual planning, implementation, training and supervising key account representatives.
- Organized and led EDI project and coordinated with key retail customers to build EDI partnership

Professional Affiliations and Certifications:

Past President International Customer Service Association (Atlanta Chapter) • Member Call Center Network Group • Member America Society of Training & Development • Member Professional Consultants Society • Member of SOCAP • Past Member of HDI & Program Committee Volunteer • Purdue University Call Center Management Certification • Georgia State Project Management Certification • Clarify Case Management Certification • Inference Knowledge Base Certification • The Effective Facilitator Certification • Telephone Doctor Customer Service Facilitator Certification

Education

Bachelor of Business Administration Mercer University 1976