



## **John Heiberger**

Strategic and Operations Consultant

### **Lucilium, LLC**

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John Heiberger has focused 24 years towards Contact Center and IT Excellence. Before founding Lucilium, he was the Vice President of Information Technology and Operations for West Business Services (West Corporation / Tel Mark Sales), a worldwide leader of outsourced contact center services. He partnered with Sento Corporation and orchestrated revenue and contact center improvements. Next he worked with a contact center technology reseller, leading their consulting efforts, influenced operational improvements, and restructured sales and marketing strategies to drive customer satisfaction and return business.

### **Operational Experience**

John delivered a number of large scale technology implementations for contact centers. His knowledge of business, operations, and Information Technology enables him to set proper expectations while leading his teams to success. John can simplify complexities and communicate technology at all levels of involvement. He has a passion for efficiency, productivity, and problem solving. His operational experience includes; upgrade migrations, new solution implementations, contact center team realignment, budgeting, resource allocations, process automation deployment, cost analysis, compounding returns, and other aspects of funding and delivering technology.

### **Contact Center Experience**

John experienced a diversity of organizations and roles; contact center outsourcer, reseller, and manufacturer. He is gifted at quickly understanding your goals, significantly decreasing the time it takes to move from "Need" to "Recommendation". John delivered a number of assessments, resulting in contact center improvements across a variety of verticals. His consulting experience includes; scorecards, multi-channel recommendations, team alignment, process mapping, KPI alignment, call flows, labor studies, cost/benefit analysis, training programs, quality programs, micro-workflow analysis, coaching skills, leadership skills, conflict resolution, voice of the customer recommendations, non-verbal strategies, IVR vs. mobility, return on investments, all-inclusive cost analysis, vision/roadmap facilitation, workflow, and many other aspects of the contact center.

## **Past Career Experiences:**

B&H Photo	Oasis Financial	City of Fort Wayne
Digi-Key Corporation	West Corporation	Microsoft
Integrays/WPS	Sento	Appleton Paper
ABB Manufacturing	Shopko Optical	Intuit Payroll
Johnson Financial	School Specialty	EarthLink
Baldwin and Lyons	Regency Furniture	Ariens/Stens
Northwestern Mutual	Sub-Zero	3M
P&G/Gillette Corporation	Lacrosse Technology	Clorox
Masterfoods (M&M Mars)	Jewelers Mutual Insurance	SBC
Tel Mark Sales	Invacare	NATP
24 Hour Fitness	DHL	Staples
Thrivent Financial for Lutherans	Direct Supply	Kimberly Clark Corporation
Excelsior College		

## **Examples of John's Recent Work Includes:**

Project Management  
Application Manager  
Process Realignment and Automation  
Technology Labor Inflation Analysis and Recommendations  
Vendor Manager  
Micro-Workflow Analysis and Recommendations  
KPI Alignment, Scorecards, Measurement Strategies  
Push vs. Pull Initiatives  
Voice of the Customer Assessments  
Email Productivity Initiatives  
Labor Analysis and Forecasting  
Customer Segmentation and Channel Analysis  
Team Formation, Coaching, and Performance  
Return on Investment Analysis and Cost/Benefit Ratios

## **Example of John's Results Include:**

Delivered a Worldwide Multi-Site Contact Center Technology Deployment - On time and Under Budget  
Expanded operations to three new facilities  
Deferred traditional PBX costs by 30%  
Implemented process improvements and technology decreasing staff by upwards of 35%  
Successfully grew the Custom Solutions Division by 43%  
Increased profit margins by 33%  
Retained 96% of clients that were valued at over \$200K in annualized revenue  
Restructured a \$3.0M customer service program to retain the client and remain profitable  
Structured and implemented a quality assurance team  
Implemented client-facing report cards, measurements, and recaps  
Implemented incentive programs to drive results and rewards  
Took part in the implementation of AAP and oversaw an FDA regulated program