



Mike Stokes – President, Innovate Forward Inc.

PROFILE

Mike Stokes is President and Founder of Innovate Forward Inc., a subject matter expert, and leads client engagements involving customer experience strategy and the design and implementation of new processes and technology for cross enterprise business operations, customer operations, customer interaction and contact centers supporting and connected with the customer experience and customer life cycle. Mike is a seasoned strategic thinker, hands on practitioner and consultant with 29 years of experience; nine years as a VP (customer operations roles) in two financial services firms, and twenty years as a management consultant. Mike has extensive technology expertise across a range of business applications and communications. He is a veteran lead facilitator of projects including strategy, requirements, design, and implementation planning and management. He has managed and executed large consulting projects in healthcare, financial services and many other vertical industries, domestic and international, including government and Fortune 1000 companies.

SUBJECT MATTER EXPERTISE & OTHER SKILLS

- Customer Experience Planning
- Contact Centers – Inbound, Outbound, Blended, Multi-Media
- Customer Interaction and Social Media Interaction Management
- Technologies: Contact Center, Unified Communications and Collaboration, Knowledge Management, CRM, Workflow, IVR, Speech Analytics, Social Media Aggregation and Response, M2M, Mobile
- Program, Project Management and Change Management
- Healthcare Patient Interaction and Engagement
- Mutual Fund and Wealth Management Services and Operations
- Business Analysis (Operational Analysis, Process Flow/Mapping, GAP Analysis, Metric Development, Methodology Development and Creation, Working Sessions, Presentation of Findings and Meeting Management)
- Business Process Re-Engineering and Process and Productivity Improvement

EXPERIENCE EXAMPLES

Healthcare

1. Provided operational guidance and support for the consolidation of patient interaction for a major New York healthcare organization. Developed requirements, RFP and procurement management for a \$10MM+ technology solution to support patient interaction including IVR (self-service) applications, outbound campaign applications, and all other primary contact center tools and applications. Provided implementation oversight and SME support for business operations teams and IT groups.
2. Conducted a contact center assessment and developed requirements, RFP and procurement management for a \$5MM+ technology solution to support consolidated patient interaction including IVR (self-service) applications, outbound campaign applications, and all other primary contact center tools and applications for a major Southern California healthcare and insurance provider.

Global Manufacturers

1. Developed and implemented a global customer interaction strategy and solution for their parts division for product support. For this mining and industrial equipment manufacturer, speed of access to product engineers was improved by well over 200% and resolution of complex technical product support issues were reduced from several weeks or days to a few hours in most cases. Downtime costs for end customers were reduced by millions (\$). Many projects in other divisions including Global Procurement, Logistics and IT resulted in significant process and operations improvements producing substantial cost savings.
2. Developed and implemented a global customer interaction and field service strategy and solution for product support for this global healthcare equipment manufacturer. Several countries were organized into a single virtual customer interaction center handling complex medical equipment support for hospitals and medical providers. Remote support of these devices (MRI, X-ray, etc.) was improved significantly and resulted in a global cost reduction/avoidance benefit in field service technician utilization. Customer device uptime was improved which improved patient handling and process time.

State Government – National Health Insurance Exchanges

The US Affordable Care Act (ACA) mandates the development of health insurance exchanges (HIX's) in all 50 states. These projects require development of strategies and plans for the implementation of self-service applications and contact centers in addition to the core functions needed to facilitate consumer shopping through enrollment in health care plans across multiple health care insurers. The State of West Virginia required a strategy and RFP to select a full service HIX provider as a partner with the State to deliver HIX services. A strategy for contact centers, self service and integration with existing State social service functions was developed as part of the full service HIX solution. The project focused on securing external service firms, applications and technology to ensure the citizens of West Virginia could receive help as they navigated the process of acquiring a health care plan.

State Government – Unemployment Insurance Operations

Conducted assessments, developed strategies and implemented solutions for improved process, interaction, and technology for unemployment insurance benefits operations in Massachusetts, Rhode Island and New York. These projects resulted in significant changes such as process re-engineering, contact center virtualization, consolidation of operations and new or improved technologies.

Retail Industry

1. Developed strategy and a technical solution for this leading global office supplies retailer, including procurement leadership, for a global unified communications and collaboration solution. Provided oversight of the implementation of this project that resulted in enterprise productivity gains across all business units and process improvements by improving employee collaboration capabilities and practices. Key technology areas of focus included video and voice communication, desktop sharing and global virtual meetings.
2. The largest global food franchise company required a strategy for re-engineering process and communications with its 20,000+ franchisees across the world, and communication between franchise operations headquarters and thousands of suppliers. The primary focus of the strategy included the creation of a global contact center, supporting technologies and integration with 3rd party process partners. The strategy revealed process, interaction and technology changes that drove efficiencies and improved consistency delivering products to consumers – a core requirement in the franchise industry.

Global Financial Services Firm

Conducted an assessment of their national contact center operations supporting both customers and field offices. Project focus was on three primary areas: training, work force management and reporting and analytics. Improvement opportunities were identified in these primary areas plus additional opportunities regarding overall contact center structure, staffing, quality management, field interaction, knowledge management and various technologies.

National Insurance Carrier

Conducted an assessment of customer and agent operations and developed a strategy to improve interaction and back office operations. Several centers in the US were assessed as well as their centralized social media management operation. Technology, applications and infrastructure were also assessed for development of a roadmap to replace aging legacy technologies. This project identified strategies, process and technology improvements that revealed contributions to top line sales and reduction in operating costs.

EDUCATION

- Massachusetts College of Liberal Arts B.S. Business Administration

CERTIFICATIONS AND MEMBERSHIPS

- Six Sigma Green Belt
- Six Sigma DMAIC, DMEDI and Process Management
- Society of Communications Technology Consultants International
- Member of PMI (Project Management Institute)