

I have 10 years international experience in Siebel call center, sales and service implementations.

Assignments: Local Rabobank

On the levels of the executive board, management and employees the level of knowledge and use of Siebel needed improvement. Qualitatively and quantitatively. To achieve this I organized workshops and put CRM on the agenda of the several Executive Boards, management and team meetings. I analyzed the bottlenecks and formulated actions and managed the changes needed. The result is that there is now a well functioning structure (like a Siebel user group), new releases are successfully implemented, all departments are using Siebel in the same way and managers and team leaders use more and more Siebel to manage and coach their staff.

Rabobank ICT

I have been working for the CRM project as a business analyst for the channels telephony, e-mail, web forms, chat and text messages. My task was to connect Siebel functionally to these channels. Genesys is used as CTI integration. The goal is to register every contact moment with the customer, regardless what channel is used. And every contact moment will be the basis of every CRM process. We also introduced SmartScripts to support the contact center agents. My activities were leading (and participating in) workshops to determine matters as scope, processes, requirements and the designed solution.

ABN AMRO bank

The Working Capital department of the business unit Wholesale Clients has a Client Service department with 800 call center agents in 35 countries and currently working with the thin client of Siebel eFinance version 6. The projects are about improving the functionality and interfaces with Siebel and about implementing the e-mail management application eGain including an integration with Siebel. I have the role of a Business Analyst and I act as an intermediate person between the business of Client Service and the IT project team (part of EDS). I lead and participate in processes like: Business Requirements gathering, high-level and detailed functional analysis, business acceptance tests and business approvals.

SRA

Client had difficulties with embedding their CRM application in its organization. I was asked to analyze the reasons of the low user acceptance. I conducted several interviews with employees, management and the supplier of the application, I reviewed the manuals and compared the requirements with the functionality. I advised SRA to continue with the current CRM system, but some functionality needed to be improved.

Yarden Verzekeringen

This project had as goal to support with Siebel eInsurance 7.5 the service and sales processes for the Customer Contact Center and the sales force (tele and field sales). I started with analyzing the processes en remodeled them to fit the Siebel application. Next I captured the functional requirements and mapped those with Siebel's functionalities, made Use Cases and designed all the necessary applets and views. In this role I organized and conducted workshops, interviews, Package Walkthroughs and Conference Room Pilots.

Security Transportation Netherlands

The current Siebel Field Service application needed some adaptations (classified info). I did the project management for this project as well the business analysis.

Security Transportation UK

For the UK branch I carried out a fit assessment. This means that I compared the current Siebel Field Service that is operative in the Netherlands, France and Germany with the processes in the UK. To accomplish this I went to the UK to have some interviews and described the degree of the fit.

ING

For a new established Service Center Claims Siebel was implemented in 2002 for one of the ING insurance labels. This label is a direct writer. The second label for which Siebel eInsurance 6.0 was implemented works with insurance agents. Firstly, I was responsible for analyzing the requirements and specify these in functional requirements. Secondly, I participated in business requirements workshops for a third label (also a direct writer).

Finally I was also the leading Siebel business analyst in analyzing the way how the automotive field experts do their work and how Siebel Insurance can support this. The assignment of Service Requests was a major topic.

Security Transportation

In an international setting I was involved as a Siebel business analyst in a project that had as goal to support the ATM servicing processes with Siebel Field Service 6.0. At first I was responsible for analyzing the processes and thereafter the description of the functional requirements together with managers and key users out of France, Germany and The Netherlands. Also I have described some interfaces with other applications.

At the end of the project I was involved as the project manager for a period of three months.

Finally I have been to Paris for a period of six weeks to hand over the developed solution to the French branch of the customer.

Vopak

In this international project I had the functional lead in the implementation of Siebel Sales 2000. I had to define the functional requirements and I had to oversee the configuration to make sure that all business requirements were configured in the system. I organized and facilitated user workshops to validate the prototypes.

SBA Artsen Pensioenfondsen

This was a project that had as goal to analyze and describe a new pension system including relationship management. I was responsible for describing how the Siebel application could be integrated with other applications and the back office.

DHV

In this project I was part-time Project leader of the customizing team for the CRM application SalesLogix. The customizing team consisted of 6 persons.

The objectives of implementing SalesLogix were management of database marketing information, being able to do mailings in a simple way and registration of visit reports.