

LALA MAMEDOV

San Jose, CA 95120 • (408) 692-5252 • lala@lalam.org
<http://www.linkedin.com/in/lalamamedov>

Technical Support Executive with a track record of developing and executing support strategy and building high-performing support organizations for Enterprise, SMB, and consumer segments.

December 2006 – present: Intuit, Menlo Park, CA

Director, Services and Support, Intuit Health

- Architected, implemented, and managed End to End Customer Support experience for the newest Intuit product line – Intuit Health.
- Established Support and Services team as a strategic partner within the business and developed robust feedback processes to drive customer requirements and improve product supportability, leading to decrease of contact ration from 0.02 at launch to 0.002
- Designed innovative support processes that allowed supporting early v1 product with 80% sat score, going up to 85% this year.
- Integrated support processes across multiple partner platforms
- Team achieved highest Employee Engagement score in the business unit, and above company average, including 100% in following critical areas:
 - My Manager skillfully leads change; I am appropriately involved in the changes that impact my work; In my work group, we continually improve our work processes, My Manager helps the team focus on highest impact initiatives, I know what is expected of me in my role, I know how my performance impacts the success of my work group (etc.)
- Implemented knowledge-centered support (KCS) strategy and innovative support processes to deliver measurable success. In just the past year, we saw:
 - Product roadmap informed by actionable top contact reasons (KB reuse reports)
 - New agent training time decreased from 6 weeks to 2 weeks
 - Agent time to proficiency decreased from 4 months to 1 month
 - Decreased escalations to Tier 2 from 52% to 30%
 - Decreased frontline average handle time (AHT) from 30 min to under 15 min
 - Improved agent productivity from 10 incidents/day to 25/day
 - Customer self-service success 50%
- Drove cross-divisional Knowledge Management effort resulting in higher customer satisfaction and agent engagement across all of Intuit product groups
 - Sponsored and led the company-wide Knowledge Management Community of Practice to develop the Intuit Knowledge Management Framework
 - Drove acceptance of Knowledge as Core Asset concept
 - Defined knowledge-related support competencies
 - Led KM vendor selection: single solution across the company

April – December 2006: PayPal, San Jose, CA

Director, Merchant Product Support Operations

Led PayPal Merchant Support team to achieve the portfolio growth, service level and strategic initiatives. Drove integration of VeriSign Support team with the PayPal Merchant Operations post-acquisition, retaining unique skill set and expertise and implementing best practices across the organization.

- Led post-acquisition integration effort with PayPal Operations and retained 100% the local team and 60% of the team that was offered relocation to Nebraska
- Brought the project in ahead of schedule saving \$600,000 against integration budget
- Led the Business Metrics Re-Engineering project across all of Merchant Operations and developed Balanced Scorecard framework to drive improvements on strategic directions
- Reduced cancellations caused by dissatisfaction by 75%

April 2001-April 2006: VeriSign, Mountain View, CA

Director, Technical Support and Services Operations

Led a multi-site Technical Support Operations team of up to 125 with a budget of \$10M, providing 7 x 24 technical and business issues resolution, as well as integration consulting services on a high availability VeriSign Payment Gateway.

- Exceeded expectations of customer retention rate after acquisition and merger of 2 companies into VeriSign by 50%. Retained 90% of acquired customer base vs. expected 40%.
- Improved customer satisfaction rating by 3 full points from 5.7 to 8.5, out of 10.

- Reduced customer dissatisfaction-caused defections from 15% to less than 0.2%.
- Established teams that developed and implemented software applications to improve efficiency and performance of the Support and Services operations. Products implemented include: Online Chat, Fraud Detection System, Mass E-Mail, Vantive CRM, Primus Knowledge Base, and Avaya Definity phone switch. These systems have caused reduction in contact ratio by 50% in three years.
- Implemented CRM solution resulting in a 90% same day case resolution and reducing backlog from 50% to 3% while holding headcount flat despite consistent customer growth by 10,000 users /quarter.
- Led successful implementation of Knowledge Centered Support (KCS) Knowledge Base methodology that contributed to measurable improvements in customer and employee satisfaction and reduced time to proficiency for new Support Engineers from 4 months to 5 weeks.
- Implemented revenue –generating consulting services and paid support services. With no increase in headcount, this service brought in additional \$1M annually.
- Managed Backline Engineering and Integration teams with 40% improvement in customer time to relief in one year

1996-2001: Netscape Communications

Sr. Technical Manager, Quality Metrics and Process Improvement,

- Managed the overarching Product Life Cycle (PLC) methodology. Organized and delivered PLC training for the product, deployment and support teams. Measured and reported on compliance across product lines.

Manager, Support Readiness Group, Netscape Communications

Built this group from ground up to help the organization prepare for new product launches to consumers and enterprise customers .

- Developed New Product Introduction model for Netscape products, driving a reduction in customer escalations for new releases by 40%

Manager, Division Support Engineering

Built the backline engineering support group, established escalation processes and worked with Product Development to provide fixes and patches to the product line.

- Reduced case backlog and time of resolution by 60%, while improving time to resolve issues on complex cases.
- Reduced average case backlog from 7 weeks to 5 days.
- Established fast track escalation processes for key enterprise customers worldwide.
- Established support escalation processes and SLAs for all levels of the company

Product Specialist

Overall support responsibility for the Netscape Communicator product line

- Served as a primary liaison between the customer, product support, product marketing and product development to ensure that the Netscape product line meets customer requirements and offers a high level of supportability.
- Implemented online support link into the Netscape product, offering online self service help.
- Coordinated service delivery from an outsourced support provider.

EDUCATION

Ph.D (excepted 2013) Fielding Graduate University, Santa Barbara, CA

INTUIT DIRECTORS' COLLEGE

MBA (2006) GOLDEN GATE UNIVERSITY, SAN FRANCISCO, CA

UNIVERSITY OF MASSACHUSETTS AT BOSTON, BUSINESS SCHOOL

MOSCOW STATE UNIVERSITY, MOSCOW, RUSSIA. MA and BA, American Studies and Linguistics

AWARDS

Innovator of the Year Award. Consortium for Service Innovation; Vice-President's Club Award, VeriSign,; Internal Contribution Award, Netscape; Outstanding Contribution Award, Netscape

PROFESSIONAL AFFILIATIONS

Advisory Board, J.D. Power Certified Technology Service & Support; Consortium for Service Innovation, KCS and Adaptive Enterprise Working Groups; Association of Support Professionals, Silicon Valley Chapter; Judge, ASP Top Ten Support Websites; Member, HDI; Member

CONFERENCE PRESENTATIONS

Association of Support Professionals, Frost and Sullivan, Technology Services World