

Rob McDougall

President at Upstream Works Software Ltd.

Vaughan, ON, CA

Keep your conference content flowing in the right direction with the President of award-winning technology solution provider Upstream Works

Rob McDougall, president and co-founder of Upstream Works has been a catalyst for change within the Contact Center industry for many years. With Upstream Works, he developed a successful business model that provides technology solutions to many high profile customers.

To ensure that Upstream Works continues to be an innovation leader, Rob plays an active role in promoting the company through Business Interaction Management and First Contact Resolution evangelism, articles and various speaking engagements. Rob is the author of many of Upstream Works' White Papers.

Prior to the creation of Upstream Works, Rob held the role of R&D Director for TSB International/Telco Research, where he was responsible for product development and the tactical direction of InterLynx CT, which ultimately evolved into Upstream Works' core product "CMAS".

In his distinguished 20 year career, Rob also served as the Product Development Manager for Perle Systems Ltd. He graduated as an Electrical Engineer from the University of Western Ontario.

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Computer Software, IT Services/Consulting, Business Services, Information Technology and Services, Telecommunications, Electrical Engineering, Computer Networking

Contact Center Technology, Improving the Customer Experience, Effective Contact Center Management, Multi-Channel Strategy and the Contact Center, Multi-Channel Technology, Growing an Engaged Team, Measuring the Quality of Customer Service, Transforming Contact Center Technology

Exemplifying the Financial Impact of First Call Resolution

Repeat calls account for up to 30% of your call volume – and they affect both your top line and bottom line numbers. After attending this session, you will be able to create a financial impact model and put hard numbers to the concept of First Call Resolution. How you will benefit:

- Learn practical strategies for eliminating unproductive repeat calls
- Increase call centre credibility throughout the organization
- Identify agent best practices that solve customer problems

Improving Customer Service Through First Call Resolution

Customer Service is THE key differentiator for the Insurance industry. Therefore it's necessary to ensure your client issues are taken care of the first time, every time. By improving first call resolution rates, insurance companies can increase customer service levels, decrease costs of repeat calls and improve agent efficiency. Join First Call Resolution expert Rob McDougall as he defines First Call Resolution, the causes, as well as how to measure it.

Exemplifying the Financial Impact of First Call Resolution
Call Centre Week Canada

The Importance of First Call Resolution
TMC Internet Telephony Conference & Expo

Improving Customer Service Through First Call Resolution
Insurance Technology Conference

University of Western Ontario
Electrical Engineering

University of Western Ontario
BESc Electrical Engineering

President and CEO - Upstream Works Software

Upstream Works provides products and services for corporate and enterprise contact centers. With the ability to act on the context of every customer contact, our award winning solutions control ongoing costs and help the organization focus their resources to win the battle for customer loyalty. At Upstream Works, we believe that the most efficient way of providing customer care is the best one – by providing service that resolves the customer’s concern on the first contact.

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