



### **Lori Bocklund, Founder and President**

Lori is a widely recognized and respected expert in contact center strategy, technology and operations. She brings her thoughtful and insightful expertise to each client engagement, creating custom project approaches that serve clients' needs and solve real business challenges. Lori has the background and experience to not only develop the vision and strategy (and communicate it in a practical, results-focused way), but she also ensures the structure and framework deliver value each and every time. That's why so many people come back for repeat engagements, read her publications, and come to hear her speak at industry events around the world. They trust her and her unbiased, real-world knowledge of a wide range of contact center technologies.

Lori founded Strategic Contact in 2004 after spending nearly two decades in the contact center industry and working as a consultant for many years. She's attracted a team of other like-minded, bright, results-focused consultants. Together, it is the people, the processes and their collective technology expertise that contribute to the company's ever-growing best practices library.

Lori's no-nonsense style and extensive knowledge of technologies and processes is highly coveted in the industry. Clients have sought her help on a variety of projects, including these types of engagements: Developing call center and technology strategies with associated business cases to address client business objectives; Leading clients through reengineering and redesign projects that included process change, organizational redesign, change management, and technology acquisition and implementation; Helping build contact centers from the ground up to support new companies or new business initiatives; Assessing existing operations and technology environments against best practices and then developing actionable recommendations for process changes, new management practices, and organizational change (including choosing an outsourcer); Developing requirements and helping clients select and implement the best technologies to meet their needs (ACD, CRM, CTI, IVR, QM, WFM); and Serving as an expert witness in patent lawsuits in the contact center technology industry.

Lori has also co-authored the highly applauded book, *Call Center Technology Demystified*, along with many papers, toolkits, and a highly rated training course on call center technology planning and design. She's a frequent columnist and contributor in industry publications such as *SearchCRM* and *Customer Management Insight*, and has presented at conferences around the globe such as *ICMI ACCE/Knowledge Exchange*, *CC Demo*, *LOMA*, *ComNet*, *Purdue Call Center Campus*, *ICCM*, *DMA*, *MTA* and others.

Lori received her Bachelor of Science in Electrical Engineering from South Dakota State University, and her Masters of Science in Electrical Engineering from George Washington University. She also holds certification in Change Management with Prosci. She lives in Portland, Oregon with her husband and enjoys the challenge (and accomplishment) of a strenuous bicycle ride or cross-country skiing or snowshoeing adventure.

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