



SANDRA DEBECKER

Freelance Digital Project Manager

Making disrupted organizations thrive.

Strategic Consultancy
Change Leadership
Project Management

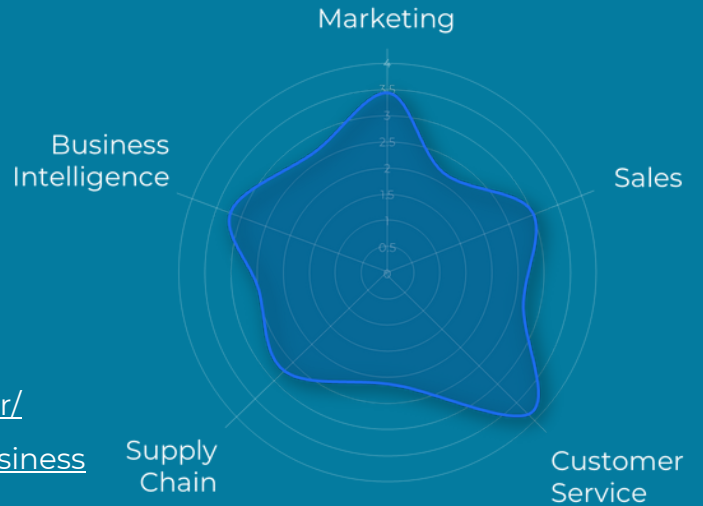
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Expertise

Business process management
Restructurings & migrations
KPI setting
Reporting
Customer experience
Customer service, marketing
and sales strategy
Contract negotiation
Customer retention
Workforce management (WFM)



Industries

Consumer rights
Energy
Telecom
Healthcare
Financial services
Automotive
HR services
Public services
FMCG



Software

Genesys
Salesforce
Avaya
Zendesk
SAP
Power BI
Oracle
Qlikview
QlikSense



Languages

Dutch ●●●●●●

French ●●●●●●

English ●●●●○



Education

Agile Leadership Specialization

University of Colorado, Jan 2024
See [certificate](#)

Contact Center Management Expert Class

The House Of Contact Centers, 2012

Bachelor Dutch, French, history, NT2

Group T Leuven, 2009

Graphic Design

Sint-Lukas Brussels, 2004



EXPERIENCE

Freelance Strategic Consultant and Owner

Fierce Tactics
2020-current

- Strategic and tactical consultancy
- Agile leadership
- “When CX meets BPM”
- Consultancy - Change - Content



Strategic Business Consultant
Freelance

Qookingtable
2023

- Qookingtable needed a business partner who could lead the company to the next level and make it future-proof.
- Vision, mission, strategy, budgeting, and values
- **Digitalization** of most crucial business processes



Customer Service & Change Manager a.i.
Freelance

Alken-Maes
2022

- Temporary replacement of Customer Service Manager & BPM Supply Chain
- Improvement of processes to increase maturity
- SAP: create order templates and stock check
- Salesforce: Optimize complaints flow, report development, review NPS surveys
- MS Teams: Improve document sharing
- Business case: install an empties return policy



Telemarketing Manager a.i.
Freelance

Test-Aankoop
2021-2022

- Management of the biggest sales channel
- Adaptation of telemarketing strategy
- **Data and integration management** on group level Euro Consumers (GDPR) for data used for cold calling



Project Manager
Freelance

Go Vlaanderen
2020

- Architecture of new IVR structure
- Define quick wins



Change Manager
Freelance

24+, a company of KBC
2020

- KBC was looking for a project manager to increase the digitalization of its contact center
- Lead of project “Operational Excellence”
- Onedrive: Digitalization of roadmap and concerning documentation, create more visibility about coaching and team follow-up



Project Manager
Freelance

Securex
2020

- Management of the French-speaking contact center
- Development of RFP framework (pricing, shortlisting partners, KPIs,...)
- Avaya: Change management during the first Covid breakout with the forced lockdown of all businesses (400% overshooting of forecasted calls due to 'overbruggingsrecht')

Customer Service Manager
Employee

Callexcell
2018-2019

- Callexcell was looking for an experienced Customer Service Manager to optimize the account of Proximus and challenge the company's business processes.
- Account Management, contracting, customer experience, change management
- Clients: Proximus, BMW, Worldline, Carrefour, Essent



Management Consultant
Employee

The House of Contact
Centers
2017-2018

- Development from Team Leader, over Line Manager to Project, Change and Process Manager

A selection of my projects:

Consultant & Operations
Manager a.i. @ Lampiris

- Lampiris wanted to benchmark the maturity of its contact center partners and optimize the business processes.
- Contact Center Maturity Assessment & management and contracting of external partners (Customer Service & Telemarketing)
- Salesforce: implementation and adaptation to measure new contract KPIs
- Zendesk: integration of new chat channel in Salesforce
- Qlikview and QlikSense: reporting

Operations & WFM Manager
a.i. @ Atos Worldline

- Worldline was shifting their customer service activities from 80% internal to 20%
- **Forecasting, cap plan, user creation** from 15 business days to 4

Project Manager @ M7
(TV-Vlaanderen/Télésat)

- Management of the multi-site contact center (FR: Rabat)
- Change management: retention strategy, training, outbound campaigns

Contact Center Manager a.i.
& Project Manager @
Partenamut

- Partenamut hired me as a crisis manager to optimize the accessibility of its customer service and merge its activities with Euromut
- **WFM, reporting, KPI setting**
- Genesys: new interactive platform, IVR structure, self-service, reporting, cap plan, opening hours, skill sets

Project Manager & Inside
Sales Manager a.i. @ Eneco

- Retention Manager and Inside Sales Manager

Research & Project Manager
@ THoCC

- **Accessibility & Channel preference Research**: definition, development & roll-out

Change Manager a.i. @ EDF
Luminus

- Luminus needed a crisis manager to develop and implement a retention strategy
- Development of reporting to measure customer churn and the impact of different testing methods

