

**MARTIN MALDEN – Summary of Skills & Experience**

A highly qualified and experienced senior Customer Operations professional, with over 18 years of front line operational experience in the Financial Services and Telecommunications Industries, and more than 6 years of international consulting experience to the Telecommunications Industry.

The areas Martin has been responsible for as a front line operational manager include Customer Management, Credit and Fraud Management, Customer Management Systems specification, Counterparty Transactions and Customer Operations Business Processes.

Martin has worked on numerous consulting projects focused on Billing and Customer Care fixed and mobile telecommunications operators, billing system vendors, network infrastructure manufacturers, EDI service providers and Financial Institutions.

His extensive experience gives him a detailed vision of future developments in the use of customer management system technology, web based customer care technologies and customer operations management.

**Principal Skills**

- Design of Customer Operations Processes, Workflows and Procedures
- Design of Customer Operations Organisation Structures
- Analysis of existing and proposed Customer Management and Billing systems from the operational user perspective
- Preparation of user specifications for Customer Management and Billing systems
- Specification of the user interface design to enable delivery of the highest possible level of service to customers in the most efficient way possible - Single Point of Contact Service
- Analysis, review and recommendations for the use of web based technologies as part of a customer care strategy
- Credit control, fraud management and fraud prevention
- Churn management

**Experience**

- Responsibility for specifying the user requirements and, as part of a small team, selecting the billing system for a UK PCN operator.
- He has assisted a major software house to respond to an invitation to tender for a new GSM billing system in Italy.

- He assessed the user billing specification for a new national UK fixed access operator on behalf of a major financial institution
- He developed the Customer Operations Vision, Policies and Standards, designed the Customer Operations workflows, projected the staffing requirements, designed the Customer Operations structure, developed the user requirement definition and proposed a billing system and other Customer Management Systems for different consortia bidding for one of the new Hong Kong PCS licences, for 6 new GSM licences in India and for a new CDMA licence in Korea
- He worked with a major North American network infrastructure supplier to identify the most appropriate billing system supplier with the capability of supporting multiple technologies (wireline, wireless and cable TV) with which an OEM agreement could be made.
- He has assessed and made recommendations on the Customer Operations state of preparedness of a new GSM network operator in China on behalf of the investing institution.
- He has analysed and recommended the most appropriate customer management and billing system for a new NMT 450 network operator in Indonesia.
- He has defined the Vision, Strategies, Policies and High Level Workflows for an EDI provider in Hong Kong, and produced a Functional Requirements Specification for the software house developing the EDI provider's Customer Management System.
- He has developed and run training courses for staff of various telecommunications operators in the areas of Management skills, Customer Care skills and general industry induction.
- He has reviewed and provided improvement recommendations on the Customer Operations area (Customer Service and Credit Control) of a mobile telecommunications operator in the Philippines.
- He has reviewed a billing system on behalf of the manufacturer in India and made recommendations as to how its functionality could be developed to make it more saleable to operators
- He has evaluated the requirements and recommended the most suitable new PABX/ACD system for a major sporting club in Hong Kong.
- He has conducted research in a number of Asian markets on the demand for Systems Integration and Outsourcing Services on behalf of a major Japanese telecommunications company.

- He has reviewed the key operational areas of a GSM operator in Taiwan on behalf of a potential investor
- He has reviewed the Customer Operations areas of a GSM provider with operations in 2 circles in India as part of a Due Diligence review prior to the raising of new long term financing.
- He has designed the overall Customer Operations activity, (policies, organisation structure and business processes) and specified the system user requirements for a new GSM operator in Myanmar. This included the development of a bespoke POS system that would meet the unique demands and conditions in Myanmar.
- He has reviewed the Customer Operations function of a fixed telephone network services provider in Hong Kong on behalf of a potential investor.
- Designed the Business Processes, developed an RFP for the Billing and Customer Management Systems, carried out vendor evaluation and recommended the best Billing and Customer Management solution for a new LMDS telecommunications operator in Hong Kong, offering broadband IP based services.
- Reviewed the Customer Operations activities and made improvement recommendations for a mobile telecommunications operator in Hong Kong.
- Led a multi-year project to integrate the Billing, Order Management and Customer Care support systems for the biggest telco in Hong Kong to create a single customer view across 4 product lines: Fixed Line, Internet, IPTV and Mobile.

### **Education**

- B.A (University of Natal, Natal, South Africa)
- Member of the Institute of Management.( MIMgt)