



Luis Camacho

“The call center expert who exceeds service levels by matching technique with technology”

In the world of call centers, few professionals possess the requisite knowledge to achieve success, as does Luis. His leadership and practical ability spans a variety of platforms, service offerings and applications. His passion for establishing, achieving and surpassing service levels has long been his trademark.

His technique is based on gathering as much information from legacy systems to chart past achievements, and then use that data to plot a course for improvement. Often, he notes, this can be accomplished by observing existing procedures, then streamlining them to produce the desired affect. When technology is required, Luis has a wealth of experience introducing new products to an existing infrastructure. Whether working with his management team to coach team members to strive for excellence, or conceptualizing and investigating the next system enhancement, he invokes his strong leadership abilities to get the job done.

Early in his career, Luis was challenged to help develop a telemarketing center for BellSouth, marketing high-end telecommunications equipment. This had never been done previously by anyone, much less a regulated company. With little more than floor space, and some telephones, his team launched this enterprise with a handful of employees. Adapting to market pressure, continuously motivating and challenging talented salespeople, and competing in uncharted waters, they were able to achieve sales in excess of \$18 million in their inaugural year. He was honored and recognized for his efforts during that first year with BellSouth’s “Individual Incentive Award”.

More recently, Luis has just completed an assignment as Manager of Customer CARE at Recall where he consolidated all of their customer service operations for North America into one center located in Atlanta, Georgia. Luis continues to refine his skills as a leader in call centers and customer service with each successive position. He has applied his brand of winning within corporations such as BellSouth, Blue Cross Blue Shield, Eyretel, and Great West Life, is a member of several industry related groups, and sits on the committee for call center technology for the Disease Management Association.

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