



ELISABETH ELSE

Elisabeth is a pragmatic, solutions-oriented consultant specialising in CRM.

She is able to work at a strategic level, rapidly understanding and communicating the key business issues and how a CRM solution would address these. Her wide experience and attention to detail means that she can also adopt a very hands-on approach when required. This can range from defining and validating the functional specification of a system to training users and even briefing creative if required.

With a strong background in Statistics, Elisabeth has demonstrated particular expertise in collection and analysis of data, use of customer data in modelling and campaign design, statistical design of experiments and management information.

... BUT IS IT RELEVANT? CONSULTANCY PROJECTS:

Elisabeth is currently supporting the implementation of a Siebel solution for Contact Management at the South West of England Regional Development Agency. She was approached when the project was part-way through, initially to perform a brief review of work to date and recommend a way forward. Subsequently her role has been extended to placing the project into a strategic business context. This included assessment of business objectives and processes and fitting these together with the application. Having successfully conducted a pilot, the current focus is on supporting users throughout the Agency to get the most out of the system.

During her time with this client, Elisabeth has also designed a process for larger mailings and provided interim management for this function, as well as assisting with the recruitment of a new member of staff to take on this role permanently.

The Head of Retail Bank for the Halifax engaged Elisabeth as part of a two-person team to review their progress towards CRM, and recommend a way forward. The approach involved one-to-one meetings with some 40 people, including General Managers and Board Members, and a number of workshops. The final deliverable elaborated an end vision with achievable steps, including specifications and a project plan for the first phase of work.

Elisabeth was engaged by the Chief Executive of primelocation.com to review all aspects of their site and recommend enhancements to improve their ability to attract and retain customers. Using a scenario-based approach, the user registration, log on process and customer feedback methodologies were all examined in detail. Concrete recommendations were made to enhance the level and quality of customer information and its re-use in personalisation of future contacts.

...but is it
relevant?

tailored
customer
solutions

*Siebel implementation for
contact management in a
public body*

*Group-wide review of CRM
systems and processes for a
bank*

*Website assessment for a
property portal*

PREVIOUS CONSULTANCY PROJECTS:

Managed the implementation of CRM pilot in marketing for a major bank

Worked on "Project Caribou" for Lloyds TSB from initial workshop with client executives, which led to the project being commissioned, right through to delivery of live pilot as project manager. Elisabeth became involved in all aspects of the client's marketing process including business analysis, treatment design, telephony and campaign management, guiding staff and ensuring maintenance of technical quality throughout.

This pilot project served as the learning environment for the next phase of the bank's effort to become more customer centric, and has been created with generating enthusiasm for CRM as well as demonstrating tangible benefits.

Project Caribou has now been published as a case study by both Tower Group and Gartner.

Designed campaigns for internet portal & assisted with vendor selection

Elisabeth helped a financial services portal to design email campaigns to promote additional products to their user base, making use of both profile data supplied explicitly and activity data captured. She was also a member of the vendor selection panel for a campaign management solution.

Supported the technical integration of decisioning software into existing systems

Elisabeth was responsible for defining and documenting the changes necessary to integrate the client's existing computer systems with new decisioning software. This required a detailed understanding of the credit cycle and scoring models for credit granting and collections.

PREVIOUS PROFESSIONAL EXPERIENCE:

- Principal and CRM Subject Matter Expert – AMS UK Ltd
- Head of Credit Strategy – Lombard Bank
- Risk Policy Manager – Lombard North Central
- Manager (UK Risk Management) – Barclays Bank
- Credit Scoring Manager – Mercantile Credit

BUSINESS/TECHNICAL SKILLS:

Software and Languages:

Knowledge of decision engine and campaign management functionality, such as Siebel, AMS's Strata, Epiphany and various internally developed client systems. SAS - Detailed familiarity with system capabilities and functions. Microsoft Office, Visio – Regular user.

Business Processes:

The depth of Elisabeth's experience in consumer credit and banking has given her an excellent understanding of applications processing, account management, decisioning and management information software and functionality. Her work in other business areas has demonstrated that these skills are highly transferable.

Delivery of Training:

Elisabeth has significant experience in delivery of training. She was one of the European Trainers for AMS's Customer Value Management Seminar and was also invited to present at their Knowledge Center Conference. She gained particular praise from delegates for a workshop exercise, which she devised to simulate design of a customer focused marketing strategy.

External Presentations & Publications:

'Don't let the Marketers Hijack CRM' Credit Scoring and Credit Control Conference, Edinburgh 2001

'Keeping Score – Developments in Consumer Risk Management'. Article published in Mortgage Finance Gazette (April 1999)

'Extend Your Credit Knowledge into Customer Relations' seminar for SAS Institute in London (January 1998) and Copenhagen (March 1998)

Twice acted as Industry Expert on 'Make the Most of Credit Scoring' course run by Scoreplus in 1996 and 1998.

'Is Scorecard Monitoring Enough?' Credit Scoring and Credit Control Conference, Edinburgh 1997

EDUCATION:

B.Sc. Hons Statistics, University of Bath, 1986

LANGUAGE:

English – mother tongue. Elisabeth is half-Danish; she speaks the language a little, and has a good knowledge of the country and its culture. She also has some conversational French.

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