Meet the SmartAction CX Team

Conversational AI technology is amazing and transformative for the contact center, but it is only a toolset. That's why SmartAction bundles its proprietary conversational AI technology with a team of experts across seven CX disciplines. SmartAction understands just how hard it is to architect AI automation and perfect it over time. For that reason, we've curated and developed the necessary CX talent--supported by a team of AI Engineers--which enables organizations to simply outsource their voice and chat automation needs.

Meet a few members of the SmartAction CX Team and learn more about the different roles involved in creating the most human-centric AI experience possible.

Charles
CX Consultant

Digs into your business needs to identify if and where the best opportunity exists for conversational AI self-service.

AI Automation Assessment

Charles is your first point of contact. He collaborates across the team to tie the solution roadmap to a compelling business case.

Liam
Solutions Expert

Analyzes your contact center data and processes to architect the solution roadmap for each use case and associated ROI.

Solutioning & ROI

Liam crafts conversational AI solutions for maximum contact center deflection without compromising an ounce of CX.

Yowting
Project Manager

Aligns all resources (CX Design, Engineering, IT, QA) to get solutions deployed as quickly as possible.

Project Management

In addition to aligning SmartAction resources, Yowting collaborates with your stakeholders on client dependencies. She closely reports on timeline and status of milestones.

Mark
CX Design

Acts as a human experience activist by designing conversation flows that are simple, fast, and effortless.

CX Design & Strategy

Mark represents the customer, and aims to design a human-to-machine interface that feels invisible to the user.

Ryan
Quality Assurance (QA)

Exhaustively tests each customer application to ensure optimal user experience.

Quality Assurance

Ryan is closely connected to the Project Manager and Engineering for application testing. He also works closely with the Customer Insights Manager for all ongoing tuning.

Eli
Customer Insights

Performs ongoing monitoring and analysis of call outcomes and caller behavior to improve the CX until reaching perfection.

Analytics & Tuning

Eli jumps in once applications "go live" to perform analysis on call data and call recordings. He provides the most actionable data on call outcomes to the Customer Success Manager.

Marilyn
Customer Success

Works closely with your team to ensure the solution meets and exceeds your goals with regular and detailed reporting.

Client Advocacy

Marilyn takes a data-driven approach to demonstrate the value of the solution to key stakeholders, ongoing ROI, and progress on the solution roadmap.

SmartAction