



# Peter Kallstrom

Customer Service Operational Manager

Leighton Buzzard, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Swedish (Native)

## About

A Customer Service Executive with a history of producing exceptional results in large team environments. Demonstrated capacity to evaluate and analyse operational requirements before designing strategies that deliver efficiency and productivity. Able to engineer process and procedures to ensure consistency throughout the organisation. Adept at establishing KPI's and other metrics to track and monitor performance against best practice standards. Able to manage projects through the end-to-end lifecycle while mentoring and training team members. Subject Matter Expert in training and development with specific focus on customer service. Influential leader and trusted C-Suite advisor. Wide ranging complementary experience encompassing sales, marketing, and business analysis. Collaborative communicator with a track record of fostering relationships with all stakeholders to

### BRANDS WORKED WITH

- & Balkans)
- Hmp Pentonville
- Kobia Ltd
- Kumla High Security Prison
- Polar Speed
- Whyi Marketing Limited
- Young Living Essential Oils

## Experience

### ● Head of Customer service

Whyi Marketing Limited | Jan 2021 - Apr 2022

Responsible for the development of all aspects of the customer service operation management, supporting customers all over the world in 196 countries. Utilise data driven research and a continuous improvement mindset to deliver an industry leading customer service culture and engagement strategy. Key Accomplishments:

- Drove continual improvements of incident management process, improved Service desk average speed of answers by 60%. 30% improvement in first time fix rate investigations and maintenance of KPI's to improve SLA performance.
- 45% open incident reduction by improving first contact resolutions from the service team, focusing on the quality reply reviews.
- Leading the delivery and implementation of the service strategy, change and integration plans to deliver sustainable value to the business.
- Growing a high performing team with the right leadership and management structures and provide colleagues with a compelling vision and motivation.
- Driving a more customer-centric approach throughout the organisation to ensure this is core to the ethos of the entire business. Embed ownership, passion, discretion, and decision making in the front line of the business to always deliver the best possible customer outcomes.
- Initiated and drive changes to improve our CS business, for our customers and our people.
- Ensured operational and regulatory risks are managed and escalated as appropriate.
- Prepared and presented weekly progress reports and updates for C-Suite Executives based on intensive analysis.
- Implementing a variety of technology/telecommunications tools to increase productivity.



### ● Member Service Operation Manager

Young Living Essential Oils | Feb 2010 - Jun 2019

Responsible for the development of all aspects of the customer service operation management, leading a team of 60 FTE's and supported over 105K members across Europe. Utilise data driven research and a continuous improvement mindset to deliver an industry leading customer service and engagement strategy in line with best practice standards. Key Accomplishments:

- Turned around a failing Member Services team, at the start we had 80% complaints and 20% orders on emails and phone traffic, within a year we had less then 20% complaints and 80% orders, by problem innovated resolution.
- Elicited constant feedback from members using scorecards and surveys

to resolve problems. This was instrumental in member increases from 43K to 105K members over two years by providing world class member service, by focusing on members first.

- Increased monthly sales from £4.2M to £7.4M over two-year period by significantly improving the service to our members through problem resolution and continued improvements.
- Elevated customers satisfaction index from 40% to 93% within two years, ensuring swift resolutions of customers issues to preserve customers loyalty while complying with company policies.
- Promoted a culture of engagement and creativity within the organisation leading to exceptional returns, as well as led training of new and existing staff, assessing skill levels and developed a plan of action for each employee to address strengths and weaknesses, which increased employee loyalty resulting in a 1% employee turnover.
- Established a suite of Key Performance Indicators (KPI's) to track and analyse team output. Focusing on quality overall, leading to a better and efficient team.
- Rolled out a variety of technology/telecommunications tools to increase productivity and customer satisfaction, to be able to better connect with our members in a more effective way.

### ● Sales Coordinator (Baltic's

& Balkans) | Feb 2014 - Mar 2016

Directed Sales and Business Development activities in this new region for the company with oversight for a portfolio of 2300 accounts producing over £93K per month in sales revenue. Acquired 1960 new clients in 1.5 years using consultative sales tactics. Key Accomplishments:

- Maintained a high-volume client contact strategy leading to an account retention rate of 96%.
- Designed and launched marketing, advertising, and sales strategies (digital and offline) to drive revenue growth.
- Provided training, coaching, and mentoring for customer service teams including intensive performance evaluation.
- Developed robust client relationships to generate leads, track customer satisfaction and gain market insights.



### ● Business Advisor

Young Living Essential Oils | Feb 2010 - Feb 2014

Delivered advice and guidance for leaders across the business including in-depth training and development to increase effectiveness of the customer service operation. Created lines of communication between internal teams and liaised effectively with high-value clients to resolve escalated issues in a satisfactory manner. Key Accomplishments:

- Rolled out a comprehensive training and development programme for new hires in the sales/customer services space.
- Retained an expert knowledge of corporate operating processes and procedures to drive consistency in training courses.
- Continually analysed output against metrics to uncover areas for improvement in productivity and efficiency.
- Regularly exceeded management expectations and always delivered outstanding quality in all business endeavours. Additional Professional Experience

### ● Senior Officer

Hmp Pentonville |

### ● Officer/Teacher/Personnel Administrator

Kumla High Security Prison |

### ● Warehouse Manager

Kobia Ltd |

### ● Customer & Patient Services Operational Manager

Polar Speed | Nov 2022 - Sep 2023

- Leading four teams, two pharmacy administrator Teams and two Customer Service Teams in three locations, Leighton Buzzard, Tamworth and Birmingham.



- Responsible for the operation and distribution of 12000 weekly orders to our pharmacy patients.
- Driving continual improvement both in our Customer Service Team and Pharmacy Admin Teams, reached our KPI's on missed calls under 4% to support our clients and patients in the UK and Ireland by implementing new processes.
- Conduction of investigations PCRf's and setting CAPA's to ensure improvements in our organisation.
- Improving our complaints response times to our clients, ensuring that complaints are handled swiftly to improve the overall service to our clients and patients. Driving the complaints down to under 1% open complaints on monthly basis.
- Be the point of escalation for NHS trusts, pharmaceutical companies and patients.