



Rod Jones

Business Owner: Rod Jones Consulting (Pty)Ltd



Customer Experience Industry Specialist

As an independent consultant with over 45 years in the Customer Experience customer management industry, Rod Jones is internationally recognised as a Thought Leader, Industry Analyst, Strategic Advisor and Subject Matter Expert in the extremely complex and specialised field of customer service delivery. This experience and expertise reach far beyond the call contact or contact centre to encompass walk-in service centres, back-office administration, customer service operations and the technologies linked to People, Processes and delivery technologies.

When it comes to the strategic issues of Customer Experience Management (Including Cx, CRM, CxM and CEM) BPS&O (Business Process Services and Outsourcing), BPO and Global Business Services (GBS) the professional services he offers to clients draw extensively on his wealth of experience, to provide relevant and logical solutions to this multifaceted subject.

His passion for the industry extends to both in-bound and outbound calling and he thrives on assisting organisations to develop properly resourced contact centres that produce rapid, measurable results for the organisation. Jones' knowledge of the sector enables him to achieve quantifiable results by assisting organisations to address the six key strategic objectives of effective, efficient contact centres: • Cap or Reduce Operational Costs • Increase Efficiencies • Increase Revenues • Reduce or Mitigate Business Risks • Increase Customer Satisfaction • Better People Management

His clientele speaks for itself, with several blue-chip South African companies, national and local government agencies, and parastatal bodies utilising his services. In addition, he works with numerous international organisations in countries as far afield as Botswana, Zambia, Zimbabwe, Kenya, Uganda, Tanzania, Rwanda, Namibia, Ethiopia the UAE/Dubai and New Zealand.

In the public sector, Jones has earned a lasting professional reputation for the work that he has done for organisations such as City of Johannesburg, Gauteng Province, City of Tshwane, City of Windhoek and the Government of Dubai.

Jones is also recognised as a prolific writer, blogger, industry analyst and an accomplished public speaker, not to mention his skills in the field of corporate executive and management development and mentoring. His reputation is highlighted by the fact that his Customer Experience MasterClass seminar has been attended by over 4 800 delegates in thirteen countries.

In addition to his longstanding commitment to the contact centre industry in general, Jones further demonstrates his passion for the sector by having served on the South African Bureau of Standards National Contact Centre Standards Technical Committee (TC99) and advising the SABS SANS990 Standards Review and Development sub-committee and the ISO International Standards Committee.

On three occasions (2018, 2019 and 2022) he served as a judge for the BPESA contact centre awards and as a Contact Centre Operational Standards Auditor for a division of the Dubai government. Rod was also the founding chairman of The Independent Customer Contact Centre Association (ICCCA) and he has served as Chairman of the Direct Marketing Association of South Africa TeleServices Council. Jones is also Certified as a Contact Centre and CX Assessor for Customer Services Audit Ltd, the developers of the global contact centre assessment and benchmarking tool, Snapshotz™.

In 2017 Rod served as Vice President of the Gauteng Chapter of the Professional Speakers Association of Southern Africa. In March 2018 Rod was inducted as a Fellow of the Chartered Institute of Customer Management.

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