

## DIANA IRELAND

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### VP / DIRECTOR – CUSTOMER SERVICE

**Growth Strategies / Client Care / Call Centers / Customer Satisfaction / CRM / Process Improvement / QA / Multisite Operations / Change Management / Budgets / Automation / Client Relations / Sales Management / Business Development / e-Commerce / Team Building / Training / Staff Development / Cost Reduction / Compliance / Client Retention / ACD & IVR / Performance Measurement / LIMRA / FINRA**

A customer care executive with an exceptional record. Designed process, system, training and organizational improvements that drove record gains in revenue, satisfaction and retention while holding down costs for **Transamerica / AEGON**. Contributed to strong sales growth, generating hundreds of millions in repeat business, renewals, add-ons and cross-sales. Managed budgets to \$50M and teams to 450+. Can make a strong impact by:

- Streamlining processes & systems to boost efficiency**
- Managing highly effective multisite client service operations**
- Delivering best-in-class levels of client service, support & satisfaction**
- Recruiting, mentoring & motivating top-performing cross-functional teams**
- Fostering a culture of innovation, continuous improvement & organizational excellence**

Described by others as a natural leader, high-energy motivator, sharp analyst, forwarding-looking strategist, persuasive communicator, synergistic collaborator and intuitive problem solver. Education includes a **Bachelor of Science degree in Business Administration from Ithaca College**, as well as ongoing professional development.

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### SELECTED ACCOMPLISHMENTS

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**Sparked \$600M in new revenue.** Saw opportunities to win sales from existing retirement product clients coming to Transamerica customer care channels. Developed processes and training to strengthen handoffs from support teams to sales teams. Increased call center referrals to sales 50%, helping to boost sales 120% from \$500M to \$1.1B.

**Accelerated training & slashed costs.** Customer care training at Transamerica was costly and inefficient. Implemented SMART learning platforms. Expanded the reach of trainers with virtual training. Cut time to achieve core competencies 60% from 60 to only 25 days. Captured \$900K in first-year onboarding and training savings.

**Realigned coverage, saving hundred of thousands.** Transamerica annuity division call center volume was falling while the retirement product team's was increasing by 20%. Reengineered staffing and increased cross-training. Shifted overflow between teams as needed. Avoided the need of additional headcount, saving \$650K.

**Drove VRU upgrades, saving millions.** Transamerica's existing voice response platform failed to keep up with rising volume and fraud threats. Sourced a new system from Nuance. Enabled natural language and voice biometric security. Leveraged the solution to sharply reduce staffing and handle time, saving \$3.5M annually.

**Saved \$1M in a reorg.** Call center costs in NY were becoming unsustainable for Transamerica. Won approval for a plan to move the center to FL. Offered relo packages to top talent. Completed a seamless transition on time and on budget. Leveraged the new locale to capture significant labor cost, benefits, facility/real estate and other savings.

**Doubled sales.** Asked to take over Transamerica's Asset Retention team, tasked with growing revenues from existing accounts. Developed workflow and training improvements to accelerate response times and effectiveness. Increased product knowledge to drive cross-selling and add-ons. Grew IRA sales 100%, adding tens of millions in new AUM.

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### CAREER HISTORY

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*Transamerica, a leader in insurance/financial services and a member of the \$40B AEGON family of companies. Steadily promoted, roles include:*

**VP, Customer Care, 2009-2016.** Promoted to direct five retirement product call centers. Led process, systems, training and other improvements, driving record improvements in revenue, service and customer satisfaction. Managed 450 staff, including FINRA-licensed reps, as well learning & development, QA, HR, and research teams. Responsible for \$50M annual operating budgets and call center SLAs.

**Director, Call Center, 1998-2009.** Promoted from **Manager of Client Relations** to direct two customer service call centers. Outperformed all quality, revenue and satisfaction targets. Managed to 250 staff and budgets to \$25M.