



# VADIM ANIKANOV

HANDS-ON AND STRATEGIC  
CUSTOMER INTERACTION LEADER  
WITH BPO BACKGROUND AND CEO EXPERIENCE

## CONTACT INFO

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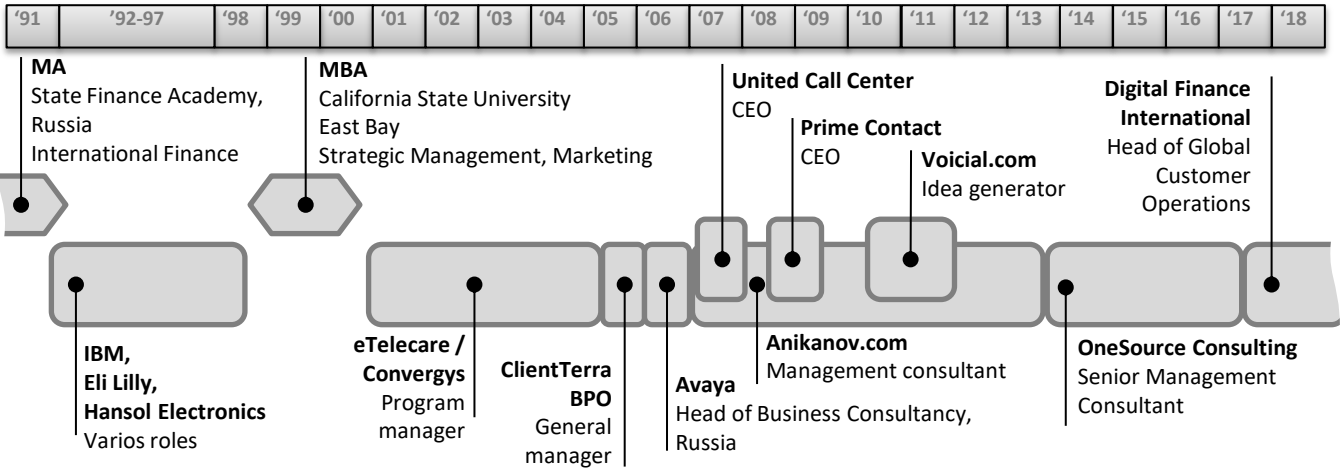
**18 years**

of LEADERSHIP  
IN CUSTOMER CARE,  
CALL-CENTERS and BPOs

over  
**1,100**  
**PEOPLE**  
MANAGED

**3 continents**  
INTERNATIONAL  
EXPERIENCE

## CAREER AND EDUCATION SUMMARY



## AWARDS



**"Person of the Year"**  
2010  
Russian call center  
community

E.S. Muskie  
**Graduate Fellowship**  
US Information Agency,  
1998

## CORE COMPETENCIES

- Customer interaction strategy
- Contact center operations
- Outsourcing (BPO), offshoring
- Call center KPIs, balanced score cards
- Analytics, BI and data visualization
- Online customer interaction channels
- Mobile customer support
- Home-based (remote) agents
- Motivation, culture, org. development
- Voice of the customer, CSAT, NPS, CES
- Self-service process and technologies
- Contact center technology
- Quality management in call centers
- Workforce management (WFM)
- SaaS and cloud-based solutions
- Six Sigma, COPC, EN15838 standards

