

Desiree Lang is the owner & founder of Contact Center Dynamics Pty Ltd.

Her business career spans 38 years, during which time Desiree has worked at a senior management strategic level in book distribution, catalogue retail and ultimately finding her niche in skills development & education, as people development is her passion!

Previous business roles held have been Director in both Operations and Sales & Marketing portfolios. Also, Senior Manager Customer Service and then later Telemarketing, contact centres.

A few of the key projects which Desiree has managed and delivered services, showing clients measurable ROI (return on investment)

- **BPO sector** – being preferred provider of training services for an international company, which launched their SA site in 2007. Remained in this partnership, till Aug 2010, when international client withdrew from SA. Industry awards won as “Trainer of the Year (2008 and 2011) Also, “Best Outsourced Training Provider” (2011) for this project.

In 2010/2011, part of the industry body association training service providers selected, to train learners on contact centre qualifications, for hosting by contact centre clients, like financial services and security companies.

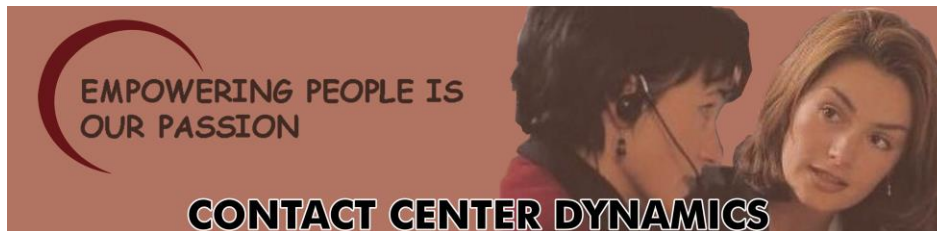
In 2019, project management and facilitation of Contact Centre Managers on NQF L5 Qual General Management, at client campus in Gauteng for 1 week per month for 8 months. Client manages contact centres for various sectors like retail, beverages, cellular, data comms, banks and motor car companies.

- **Credit Management sector** – preferred training provider for coaching training and development of staff from frontline role to performance coach role. Also, senior leadership training and mentoring on NQF L5 General Management Qual customised to contact centres. Also, developing frontline staff to leadership roles on Business Skills Programme.
- **Facilities Management sector** – managing and developing niche business academy to provide NQF L5 Learnerships and Trade Technical Skills to learners, for hosting by leading Transport Passenger Service and Government Maintenance Projects (EPWP)
- **Financial services sector** – providing consulting and training services for key projects in sales through service for leading insurance giant nationally. Also, communication skills for staff nationally, focused on client brand.

Management team:

Desiree B Lang (Managing- Marketing & Operations) – Marketing Management (IMM) / Melvin A Lang (Managing-HR, Finance & ICT) – B Comm (UNISA)

Web: www.ccdynamics.co.za



- **Various sectors** – training and coaching disabled learners to be hosted by car rental, construction, law and book publishing companies and contact centres.

As can be seen by this excellent track record, Desiree has been developing industry staff for over a decade – quite a few even going on to start their own companies...

Desiree is registered as a constituent Assessor & Moderator with the Services SETA, as well as having successfully completed tertiary studies in Marketing Management & Professional Sales at Damelin.

With the WFH reality companies are facing with the pandemic, Desiree has launched her “Mentoring services for Leaders/Managers”, who require someone objective to support them through this challenging period. Desiree supports by being a sounding board for challenges being faced and for providing the guidance Leaders/Managers need to thrive.

Mentoring includes completing a SWOT analysis on strengths and development areas, as well as evaluations on Emotional Intelligence, Conflict Management and Learning styles. Results from these are then combined into a Career Vision, including a Performance Development Plan, which will be worked through in bi-weekly sessions.

First 30-minute session is complimentary!

Desiree looks forward to welcoming you into her next Leadership webinar.

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