

LARA GRECO

Operations Manager | Head of Operations

24/7 Omnichannel Support Operations · 100+ Global Team · Forecasting, WFM & Analytics · Zendesk / Kustomer / Amazon Connect

Polonghera (CN), Italy · greco.lara87@gmail.com · linkedin.com/in/lara-greco-79128591 · Fully remote (EU-based, CET)

PROFESSIONAL PROFILE

Operations leader with 13 years in remote support operations at a BPO — 10+ years leading teams across 20+ client programs in streaming, gaming, fintech and SaaS. Currently run a major US premium streaming account as a standalone business unit: 11 direct reports, 100+ contractors in 75+ countries, 24/7 across chat, tickets and phone (5,000+ weekly contacts). Rebuilt forecasting to under 10% error variance, cut attrition 60%, raised CSAT 20 points. I build the dashboards, pipelines and automations my operations run on.

CORE COMPETENCIES

Operations Leadership: 11 direct reports · 100+ contractors across 75+ countries · Distributed & asynchronous team leadership · Hiring, onboarding & training (100+ people) · Performance management · Escalation ownership · Client QBRs & executive reviews · Multi-account delivery · Vendor/BPO delivery model

Planning & Delivery: Volume & headcount forecasting · Capacity planning (2,000+ staffed hrs/week; 10,000 at peak) · Intraday management · Shrinkage & occupancy · Cost per contact & billable-hours control · SLA management · Risk assessment · Channel & market launches

Data & Analytics: Looker Studio (30+ dashboards) · ETL pipelines (200k+ rows/week) · Forecast modeling · KPI architecture (CSAT, AHT, FCR, TTFR, SLA, occupancy, abandonment) · A/B testing · SQL (intermediate)

Process & Automation: 60+ low-code automations (Apps Script, Slack Workflow Builder) · Zendesk, Kustomer & Amazon Connect (admin/SME) · Admin experience across 7+ ticketing platforms · CRM migration & change management · 100+ SOPs and runbooks

AI-Enabled Operations: LLM-assisted workflows for QA review, reporting narratives, forecast anomaly checks and SOP authorship · AI-powered QA platforms (Observe AI, Level AI) · LLM tools in daily operational use

Languages: Italian (native) · English (C2) · French (B2) · Japanese (JLPT N3)

PROFESSIONAL EXPERIENCE

MODSQUAD

Remote · 2013 – Present

Global BPO for customer support, community and trust & safety. Progressed from agent to running client accounts as standalone business units.

Operations Manager — Flagship Streaming Account & Multi-Account Delivery

Oct 2019 – Present

Run operations for a major US premium streaming service as a standalone business unit. Grew it from a 4-language, ticket-only launch into 24/7 omnichannel support (tickets, chat, phone; 5,000+ weekly contacts). Direct client POC for performance reviews, QBRs, escalations and retention.

- Lead 11 direct reports and 100+ contractors across 75+ countries: hiring, coaching, scheduling, performance management and complex escalations.
- Hired, onboarded and trained 100+ people over 13 years — interviewing, screening, onboarding design, written and live training, company-wide workshops — with many progressing into management roles.
- Expanded account scope: won the client's phone queue, set up Amazon Connect and launched the voice channel from zero (2020).
- Cut forecasting error variance from 28% to under 10% by rebuilding the volume and headcount model with outlier-detection logic; own every staffing decision across channels.
- Cut contractor attrition 60% through a recruiting-bottleneck diagnosis and a risk-assessment framework.
- Raised CSAT 20 points to a sustained 75–80% by redesigning survey methodology to remove cultural bias, validated through A/B testing.
- Consolidated 5+ data sources (WFM, CRM, QA) into one automated reporting system: reporting latency –50%, admin workload –40%; 30+ Looker Studio dashboards, ETL at 200,000+ rows/week.
- Designed the account's QA framework (rubrics, weights, scoring philosophy; latest revision +5% quality) and the onboarding program adopted as company-wide policy; authored 100+ SOPs and runbooks.
- Model cost per contact and drive it down through efficiency: fewer touches per contact, faster resolution, billable hours held to plan and non-billable hours kept in check.
- Embedded LLM tooling into daily operations — AI-assisted QA review, first-draft SOPs and runbooks, forecast anomaly checks and reporting narratives — on top of 60+ low-code automations.
- Key contributor to the Zendesk → Kustomer CRM migration: process redesign, UAT and team transition.

- Concurrently run a 10-year account for a major Japanese AAA game publisher: 7-language support (EFIGS + AR/TR), resident Zendesk admin, sole author of the public knowledge base.

Customer Support Manager — Multilingual Operations (Company SME)

2015 – 2019

Deputy manager on flagship accounts; full owner of up to 5 concurrent client programs (20+ total) across gaming, fintech, consumer tech and SaaS.

- Company SME for multilingual operations: staffed programs in 4–16 languages, managed translator teams and designed language-specific QA methodologies.
- Launched a 16-language support operation for a global payments company on a compressed go-live timeline, then handed off to steady state.
- Managed communities of 1M+ users with full account ownership: QA, reporting, staffing, onboarding, coaching and client POC.
- Delivered company-wide training on managing international and multilingual teams.

Customer Support Agent & Moderator

2013 – 2015

Support and social media moderation (Facebook, X, Steam) for gaming and entertainment clients. Promoted into leadership after a self-initiated workflow analysis surfaced recurring inefficiencies.

Contracted title at ModSquad: Management Consultant. Titles above reflect functional scope.

EDUCATION

Università degli Studi di Torino — Languages & Cultures of Asia and Africa — coursework, 2006–2012

Liceo Classico Massimo D'Azeglio, Turin — High School Diploma, Classical Studies — 2006