

Will Burns

Contact Center Operations Leader | Conversational AI, Agent Assist & CX Automation

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PROFESSIONAL SUMMARY

Contact center operations leader with 18+ years bridging frontline operations and the technology that supports them. Across 15 years at OneSupport, a multi-LOB BPO running outsourced ISP technical support, I rose from frontline DSL technician to Director of Operations over 400+ agents, 14 multi-state ISP / DSL clients, and \$11.5M in annual BU revenue. I led a 28-month transformation that set the company's all-time records for AHT and FCR while cutting staffing 54% and saving over \$2M a year. Across that career I supported and managed a range of CCaaS and telephony platforms, including Five9, Avaya, Mitel, Dialpad, Nextiva, and RingCentral. Over the past year I have been the hands-on owner of AI for customer operations at Mac Septic: a conversational voice agent with human-in-the-loop handoff, a real-time NLU and sentiment interaction analyzer across calls, SMS, email, and chat, and an AI-orchestrated CRM. I act as the business owner for AI, translating operational pain points into prioritized roadmaps and requirements, defining the CX vision, and partnering on the build. I speak both languages fluently: the operational metrics (AHT, FCR, CSAT, contact rate) and the AI implementation that moves them.

CORE STRENGTHS

Contact Center Operations: Agent workflows; telephony and CCaaS platforms (Five9, Avaya, Mitel, Dialpad, Nextiva, RingCentral); CX metrics (AHT / FCR / CSAT / adherence / contact rate); capacity planning; SLA design and delivery; multi-state work-from-home workforce; WFM; KPI heat maps.

Conversational AI & Agent Assist: Voice agents with human-in-the-loop / AI-to-live-agent handoff (Pipecat + Deepgram + Anthropic Claude + ElevenLabs), real-time NLU and sentiment scoring, automated disposition and QA, agent-assist tooling, CX-vision definition.

AI Business Ownership: Translating operational pain points into prioritized AI roadmaps and Business Requirement Documents (BRDs); prioritizing by ROI, agent efficiency, and CX; serving as the liaison between operations, engineering, and platform partners; human-in-the-loop framework design with PII / data-security guardrails.

Customer Success & Renewals: 100+ QBRs, weekly / bi-weekly / monthly client cadence, onboarding and adoption, retention and expansion, NPS / CSAT systems, executive stakeholder management.

P&L & Consultative Sales: Business-unit P&L and gross-margin ownership; \$720K ARR enterprise close on a complex SaaS / UCaaS / CCaaS / managed-services solution; lead-by-influence across technical and business stakeholders.

AI Orchestration & Delivery: Direct production AI tooling (Anthropic Claude, Deepgram, custom orchestrators) to ship operational software under explicit human-in-the-loop guardrails, prototyping contact-center automation in days rather than quarters. Deeper operational context than a typical engineer; faster to ship than a typical ops or product leader.

PROFESSIONAL EXPERIENCE

Mac Septic *Multi-State Operations, IT, Marketing & Sales*

TX, TN, SC | 2025 to Present

Environmental Field Services

- **Carry live inbound phone load** across Texas, Tennessee, and parts of South Carolina, handling diagnosis, scheduling, and conversion across pump-out, maintenance, and repair calls. Live contact-center work: diagnosing a customer's situation on the line and turning it into booked work.
- **Built and operate a real-time interaction analyzer (agent-assist analog)** scoring every call, SMS, email, and chat as it happens. Deepgram nova-3 transcription feeds Anthropic Claude for NLU, sentiment, intent extraction, and structured disposition. Bounded JSON outputs, prompt caching, auto-suppression. About \$0.03 per call all-in, 90 days of continuous production uptime. This is the same NLU, sentiment, and agent-assist layer a CCAI deployment provides.
- **Built and refined a conversational voice agent with human-in-the-loop handoff** (Pipecat, Deepgram, Anthropic Claude, ElevenLabs voice clone, sub-2-second latency) handling inbound for appointment confirmation, status checks, and after-hours intake, with graceful escalation to a live person. The open-stack equivalent of a CCAI virtual agent and Agent Assist flow.
- **Designed and shipped the company's production CRM** (cross-channel call / SMS / email / chat) by orchestrating AI to generate, refactor, and validate the codebase end-to-end under human-in-the-loop schema and business-logic guardrails. FastAPI + PostgreSQL 16 + React 19 + TanStack Query, 70+ route modules, async SQLAlchemy 2.0, WebSocket real-time, Redis caching with circuit-breaker fallback.

- **Stood up cross-channel acquisition** alongside the inbound line: outbound dialer with smart caller-ID routing across three regions, website chat, browse-abandonment workflow with first-party tracking and 5-minute win-back automation.
- **Designed Watchful**, a cellular IoT monitor for residential septic systems: Zephyr RTOS firmware on Nordic nRF9160, MCUBoot dual-bank OTA, mTLS MQTT, X.509 client identity. Firmware code-complete; hardware bring-up in planning.

Luna Environmental *General Manager*

Wimberley, TX | Mar 2024 to Jun 2025

Environmental Field Services

- Owned full P&L across 6,000+ customers spanning finance, field operations, customer service, technology systems, and parts and equipment supply.
- Doubled revenue from \$191K to \$391K; turned an \$80K monthly loss into \$63K profit.
- Increased net-new monthly revenue 13x (\$2K to \$26K) via a repeatable sales-and-operations process; hired three additional reps.
- Reduced accounts receivable from \$165K to \$71K in one week through process and accountability redesign.
- Raised renewal rates from 55% to 95%, achieved 83.3 NPS, sustained 95% CSAT after rolling out CrewHu and a technician bonus program.
- Implemented Salesforce and ServiceNow alongside CRM workflow redesign, capacity planning, and dispatch scheduling.

Hill Country Tech Guys *Sales Executive*

San Marcos, TX | Oct 2023 to Apr 2024

Managed IT Services

- Closed the largest client deal in company history (\$60K/month, \$720K ARR) on consultative discovery and trust. Mapped a complex client environment to a combination of SaaS, UCaaS, CCaaS, and managed services. Won the work without high-pressure tactics.
- Acted as technical liaison between client stakeholders, internal engineering, and vendor partners through implementation.
- Rebuilt HubSpot CRM workflows, lifting forecasting accuracy by 90%.
- Developed go-to-market plays for healthcare, legal, and construction verticals.

Hill Country Tech Guys *Director of Client Success*

San Marcos, TX | Oct 2021 to Oct 2023

Managed IT Services

- Built and led the Customer Success team driving onboarding, adoption, and renewals across SMB and mid-market clients. Lifted retention 5% YoY and contributed \$175K+ in net revenue expansion.
- Delivered 100+ QBRs translating technical service data into executive-level business insights.
- Optimized HubSpot CRM workflows and reporting; expanded SQL pipeline by 75%.
- Drove a 7-point NPS lift through new customer-experience metrics and reporting.
- Sourced and closed \$96K in net new ARR through partnered SaaS, IT services, and cloud infrastructure deals.

OneSupport *Trainee to Director of Operations*

San Marcos, TX | Dec 2006 to Oct 2021

Outsourced ISP Technical Support (BPO / IT / MSP)

Progressed across five roles in 15 years: Level 1 Technical Support → Level 2 → Operations Manager (Mar 2009) → Director of Operations (Mar 2014). Ran the outsourced Tier 1 / Tier 2 technical-support contact-center operation for multiple ISP / DSL clients across phone, chat, and email, including the Google WiFi program.

Scope at peak (Director of Operations):

- 400+ staff across 21 states (multi-state work-from-home).
- 14 multi-state / multi-territory ISP / DSL clients.
- \$11.5M annual business-unit revenue.
- 25 skillsets, 8 admin systems, multiple channels (phone, chat, email).
- Direct executive reporting to CEO and VPs; full BU P&L.

28-month operational transformation:

- **Reduced frontline staffing from 295 to 137 agents (-54%)** while maintaining service across an expanded client base.
- **Cut average handle time by 194 seconds to 506s**, the fastest AHT in the company's 25-year history.
- **Raised first-call resolution by 8% to 78.3%**, the highest FCR in the company's 25-year history.
- **Improved schedule adherence from 90.3% to 95.7%**.
- **Generated \$2M+ in annual staffing savings.**

Client outcomes:

- **Designed and ran a truck-roll reduction process that saved one ISP client \$1.7M / year** by using call-driven data analysis to identify and resolve recurring network issues before a dispatch was needed.
- **Collaborated with a client to integrate an acquisition that doubled the client's customer base** into existing program operations without an SLA miss.
- **Co-created a new line of business with an existing client, securing a \$1M / year contract** with a 5-year value of up to \$5M.
- **Integrated 7 new lines of business worth \$3.95M in new annual revenue.**
- Renegotiated the BU's largest contract, saving the client money while increasing OneSupport margin.
- Created a "Small ISP" pod to improve performance across 5 sub-scale clients while delivering increased margin.
- Identified and resolved client network issues through call-data analysis (NOC-adjacent root-cause work).

BU financial performance (under direct ownership):

- **2018: 24% gross profit, \$1.85M GP.**
- **2019: 31.5% gross profit, \$2.06M GP YTD** (as of Jan 2020).
- **Most efficient of 7 business units company-wide in both 2018 and 2019.**

COVID-era surge management:

- **Onboarded 137 Tier I agents in three months (April to June 2020)** to absorb COVID-driven inbound surge, reaching 275 total agents.
- Onboarded 111 additional Tier I agents (May to July 2021) for sustained volume.
- Cut training / mentoring churn from 50% to 25% in 2020 through restructured onboarding.

Reporting, forecasting, and program leadership:

- Built custom reporting models on top of client data and SQL: daily / monthly / yearly KPI heat maps, BU historical data (2008 to 2019), financial performance modeling for all seven BUs at OneSupport.
- Owned BU financial forecasting and month-over-month financial reporting.
- Determined fiscal viability of new contracts and renegotiations.
- Conducted weekly, bi-weekly, and monthly client business reviews across all 14 clients.
- Transitioned the business unit to two new phone systems during tenure.

SELECTED AI & SOFTWARE WORK

- **Real-Time Interaction Analyzer / Agent Assist (production).** Live NLU, sentiment, intent, and disposition scoring of every call, SMS, email, and chat. Deepgram nova-3 → Anthropic Claude → bounded JSON with forced tool use. Prompt caching keeps cost per scored interaction below \$0.005. 90 days of continuous production uptime. Maps directly to CCAI Conversational Insights + Agent Assist.
- **Conversational Voice Agent (production).** Sub-2-second end-to-end latency virtual agent on Pipecat + Deepgram + Anthropic Claude + ElevenLabs (custom voice clone), with human-in-the-loop handoff to a live agent. Handles inbound voice for appointment, status, and after-hours intake. The open-stack analog of a CCAI Dialogflow CX virtual agent.
- **Production CRM (cross-channel).** FastAPI + PostgreSQL 16 + React 19 + TanStack Query. 70+ route modules, 57 Alembic migrations, async SQLAlchemy 2.0, Redis caching with circuit-breaker fallback, WebSocket real-time. Built primarily by AI orchestration under explicit human-in-the-loop guardrails for schema and business-logic safety.
- **Watchful, LTE-M Cellular IoT Monitor.** Designed and developed firmware that taps an OEM septic alarm panel and reports telemetry to an mTLS MQTT broker. Zephyr RTOS on Nordic nRF9160 SiP, MCUBoot dual-bank OTA, X.509 client identity. Firmware code-complete; hardware bring-up in planning.
- **PermitLookup, multi-source data infrastructure.** 2.5 billion-row nationwide permit, property, and code-violation database. PostgreSQL 16 + PostGIS, FastAPI, multi-jurisdiction ETL pipeline.

TOOLS, EDUCATION & BEYOND WORK

Tools: Conversational AI (Pipecat, Deepgram nova-3, ElevenLabs), NLU / sentiment / intent analysis, Anthropic Claude (Haiku, Sonnet, Opus), agent-assist and human-in-the-loop frameworks, CCaaS / telephony (Five9, Avaya, Mitel, Dialpad, Nextiva, RingCentral), Salesforce (Admin), HubSpot (Admin), ServiceNow, Google Ads, QuickBooks, PostgreSQL 16, FastAPI, React 19 / TypeScript, Business Requirement Documents (BRDs), CX-metric design.

Education: Texas State University, B.S. Exercise & Sports Science (2008). Technical path: a few years of self-directed software training, then scaled capability sharply by adopting AI orchestration. I direct production AI tooling to build the systems my work requires, with explicit guardrails to ensure correctness.

Recognition: TX State Rugby Hall of Fame (2023); National Champion, Austin Blacks (2023); BJJ Blue Belt (5 wins, incl. IBJJF).

Beyond work: U13 basketball coach. Built my own shed, deck, fence, MPCNC CNC machine, and 3D-printing builds.