

Spireon appoints senior vice president of customer success

Rashid Ismail has nearly 20 years of experience in operations and customer experience.

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Edited by Hilary Crisan

Spireon, a manufacturer of vehicle intelligence systems based in Irvine, California, has appointed Rashid Ismail as senior vice president of customer success, joining the company's executive leadership team. Tapping into his background in operations and customer experience, Ismail will be responsible for customer lifecycle management.

"Rashid has a proven track record of aligning operations, technology, business needs and customer requirements to drive customer success, operational efficiency and revenue growth," Kevin Weiss, CEO at Spireon, says. "With a deep understanding of the importance of customer experience and satisfaction, he will be an integral part in making sure we deliver higher expertise that helps our clients improve how they run their businesses."



Ismail joins Spireon with nearly 20 years of experience, most recently at CoreLogic, a provider of property data and analytics in Irvine, California, where he served as senior vice president of operations with a focus on improving customer retention, productivity and processes and achieved significant results. Prior to that, he was a vice president, head of broker dealer and retail customer experience, at MetLife Insurance, New York City.

"I'm delighted to join Spireon, a company that already has an extraordinary commitment to customer focus, as evidenced by multiple service awards and outstanding Net Promoter Scores across the business," Ismail says. "I look forward to expanding upon the work that has been done to successfully launch and support more than 20,000 existing customers with refined processes and approaches that will nurture customer relationships for years to come."

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