

# Mourad Zafzef

**Technical Lead – OPTUM, UHG - Toronto, ON**

**email@:** [zafzef.mourad@gmail.com](mailto:zafzef.mourad@gmail.com)

**Phone:** 514-862-0185

Mourad is a Genesys consultant with more than 12 years' experience as a developer, integrator, SME, tech lead and manager in contact center solutions, and 14 years of experience in the IT industry. Platform experience includes Genesys, Cisco, Avaya, Nuance, Nu Echo and Nortel. Mourad has proven experience with IVR, Routing, CTI, ASR/TTS technologies, Genesys Framework, GVP, including integration with telephony and SIP technologies. In the last years, he has increasingly been involved as a Contact Center SME and a technical Lead of requirements, design, development, and deployment teams. Mourad is an experienced contact center technology SME with more than 12 years of experience in the Contact Center industry, spanning different cities and two countries.

Mourad has been involved in requirements gathering, call flow and contact center infrastructure design and deployment. He also participated in multiple projects as Genesys SME. Recently he was the Genesys Technical Lead in one of the biggest contact centers in Canada for a financial institution. He has been leading the solution design and development for one LOB as the SME for the Genesys Application part of the project.

As a CTI integrator, he has installed, configured, and maintained Genesys infrastructure for insurance companies, utilities, and financial institutions. He has extensive experience with the Genesys Framework, GVP and Inbound Voice and significant experience with Outbound and GIR. He has also developed different routing strategies to different clients and different type of interaction. Lately he has worked on multiple projects with SIP integration, investigating and fixing SIP with Media Gateways, SIP Trunks and Genesys SIP Servers and Media Control Platform.

Mourad is also an IVR development expert. He has developed numerous IVR applications on most major platforms, designed an efficient IVR development framework using Java, JavaScript, VoiceXML and integrated IVRs with many technologies including Web Services, Genesys applications and various database technologies.

He is especially efficient in investigating technical issues and troubleshooting. He has an intuitive grasp of technology and can quickly track, find the root cause, and resolve complex issues.

## Experience

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### Technical Lead

**UHG - Optum Project - Feb 2020 - today**

**Project name: Optum Migration: Inbound, Outbound and Digital channels - Avaya to Genesys**

- Evaluate and gather the customer needs and identify the impacts on the existing systems.
- Estimate the complexity and effort of migration and implementation of the customer requests.
- Write Technical design specification documents and proposed technical solutions and naming convention for the Genesys solution and integration.
- Design, develop and implement the routing strategy applications with Genesys Composer (SCXML, VXML, JSP, EcmaScript, Json): Routing strategies using SCXML and GRAT/GRE rules packages for Inbound calls, outbound, email, SMS, Chat, RONA, LAR, EWT ...
- Create and configure Outbound OCS campaigns
- Deploy and configure the routing strategy application in Jenkins and Tomcat
- Support and advice technical and non-technical personnel.
- Analyze, investigating and troubleshooting technical issues/bugs and provide a fix.
- Write technical and support documents.

**Development technologies and tools:** Genesys Composer 8.1.4, GVP 8.5, SCXML, VXML, ECMAScript, SIP Server, Interaction server, ORS, URS, GRAT, GRE, Genesys Administrator (GA), GAX, Eclipse, JSP, Json.

### Genesys Consultant - Technical Lead

**Genesys Professional Services - AARP - Philadelphia, PA - 2017 - 2020**

**Project: Platform Migration: From 8.1 to 8.5**

- Evaluate the customer needs and identify the impacts on existing systems.
- Estimate the complexity and effort of migration and implementation of customer requests.
- Write upgrade advisory document and proposed technical solutions and write technical design specification for GVP and Genesys integration.
- Deployment of Genesys Framework and GVP.
- Provide maintenance and support and advice to technical and non-technical personnel.

## **Genesys Consultant - Technical Lead**

**Willis Towers Watson - Jun 2016 - Dec 2016**

**Project: Platform Migration: Genesys Framework deployment - Genesys version 8.5**

- Evaluate the customer needs and identify the impacts on existing systems.
- Estimate the complexity and effort of implementation of customer requests.
- Proposed technical solutions and write technical design specification for GVP and Genesys integration.
- Deployment of Genesys Framework: Installation of LCA, Genesys Template applications, Genesys applications and ● servers (Config server, CME, SCI, SCS, DB log server, GVP: RM, MCP, reporting server; SIP server, GA, ORS, URS, Stat server), Creation of switching offices, Switches, hosts, SIP Server Configuration, Setting up certificates
- between TServers and SIP Servers in CME), Nuances products (ASR and TTS).
- Write and execute the tests plan to insure the good functionality of Genesys Framework.
- Provide maintenance and support and advice to technical and non-technical personnel.

## **Technical Lead**

**Bell/CIBC – CA - November 2015 - Jun 2016**

- Analyze and evaluate the customer needs and identify the impacts on existing systems for each LOB.
- Estimate the complexity and effort of implementation of customer requests.
- Proposed functional and technical solutions and write functional design documentation.
- Design the Call Flows (with windows Visio) for the self-services and Credit cards IVR menu.
- Create and write all others related documents for the self-services IVR menu (Configuration parameters, Prompts list, Backend transactions parameters).
- Leading the solution design and development team as the SME.

## **Genesys Consultant**

***Quicken Loans - Jun 2015 - Dec 2015***

***Project: Platform Migration: Genesys Framework deployment - Genesys version 8.X.***

- Evaluate the customer needs and identify the impacts on existing systems.
- Estimate the complexity and effort of implementation of customer requests.
- Proposed technical solutions and write technical design specification for GVP and Genesys integration.
- Participate to THE deployment of Genesys Framework: Installation of LCA, Genesys Template applications, Genesys applications and servers (Config server, CME, SCI, SCS, DB log server, GVP: RM, MCP, reporting server; SIP server, GA, ORS, URS, Stat server), Creation of switching offices, Switches, hosts, SIP Server Configuration, Setting up certificates between TServers and SIP Servers in CME).
- Write and execute the tests plan to insure the good functionality of Genesys Framework.
- Provide maintenance and support and advise non-technical personnel.
- Write technical and support documents.

## **IVR Developer / Programmer Analyst**

***The Desjardins Group - Sept 2013 - May 2015***

***Project: Outbound Call - SCD: Platform Migration: Outbound campaigns - Genesys OCS 8.1.***

- Analyze the customer needs and participate to create functional and technical project scope documents: using Microsoft Word, IBM Blueworks and Visio.
- Create and configure the Outbound Campaigns, Campaign Group, Calling Lists, and Treatments, DAP, TAP, Formats, Fields, Filters, IVR Profile, VQ, etc.
- Configure and use Progressive GVP and Predictive mode.
- Design, develop and implement a news VoiceXml application (for Progressive GVP mode) and routing strategy scripts (for Predictive mode) for Outbound Calls with Genesys Composer: TLists,
- VXML, SCXML and ECMAScript codes.
- Install and Configure the IVR application and the routing strategy in WebLogic.
- Participate to unit and functional testing: Create and execute different scenarios used to test the Outbound Campaigns in different environments (Development, quality assurance and Production).
- Diagnose and troubleshooting bugs in the different environments.
- Write technical and support documents.

**Development technologies and tools:** Genesys Composer 8.1.3, GVP 8.1, OCS 8.1, VXML, SCXML, Ecmascript, SIP Server, ORS, URS, GRAT, GRE, Genesys Administrator (GA)

**Project: IVR/CTI SCD - (874C14): Platform Migration: Migration of the current system to Genesys 8.1**  
**First step - Multi-sites (mix between two solutions: Nortel and Genesys - ISCC routing calls).**

- Proposed technical solutions for functional designs and suggested options for performance improvement of technologies systems in call centers.
- Design, develop and implement a news voice application and routing scripts with Genesys Composer: VXML, SCXML, ECMAScript, JSP: 6 voice application menus and 1 routing strategy script.
- Create a Genesys GRAT (GRE) rules packages (Business rules).
- Install and Configure the IVR applications and the routing strategy in WebLogic.
- Design, develop and implement a statistics application for customer needs (with Talend ETL).
- Configure and install the Genesys products in different environments (DEV, QA and Production): (Installation of LCA, Installation of Genesys Template application, Creation of switching offices, Switches, hosts, SIP Server Configuration, Setting up certificates for TServers and Sip Servers in CME).
- Configure the routing applications strategy in GA (TLists, routing point and ERP, IVR Profile).
- Create a monitoring application with Genesys Platform SDK Java to monitor:
- ISCC Link between GVP site and Nortel site.
- TServer and PBX Connection: UP/Down.
- External Call between the two site (GVP and Nortel).
- Send Alarm to the support group.
- Participate to unit and functional testing.
- Diagnose and troubleshooting bugs in SIP, ORS, URS, MCP and RM logs.
- Provide maintenance and development of bug fixes and scripts for existing system.
- Open bugs tickets with Genesys.
- Support and advise non-technical personnel and SCD customer.

**Development technologies and tools:** Genesys Composer 8.1.3, GVP 8.1, VXML, SCXML, Ecmascript, SIP Server, ORS, URS, GRAT, GRE, Genesys Administrator(GA), CME, IRD, Eclipse, JSP, Genesys Platform SDK Java, Talend ETL.

**Project: IVR VPA - (882F15): Migration of the IVR - Call Pilote (Nortel) to Genesys 8.1.**

- Design, develop and implement a IVR applications with Genesys Composer and Nu Echo Framework: VXML, JSP, Java, XML, Rivr (Nu Echo Framework: is an open-source dialogue engine): 10 IVR applications menu.
- Create a Genesys GRAT (GRE) rules packages (Business rules).
- Install and Configure the IVR application and the routing strategy in WebLogic.
- Support and advice non-technical personnel and VPA customer.
- Write technical and support documents.

**Development technologies and tools:** Genesys Composer 8.1.3, GVP 8.1, VXML, ECMAScript, SIP Server, URS, GRAT, GRE, Genesys Administrator(GA), Eclipse, JSP, Java.

## **IVR Developer / Programmer Analyst**

**Hydro-Quebec - Jan 2010 - Aug 2013**

- Participate in the improvements of IVR/CTI systems
- Migration from Genesys 7.6 to Genesys 8.1
- Migration routing strategy from Genesys IRD to Genesys Composer Strategy for the IVR and Email.
- Participate in the development and integration of VHT project (Virtual Hold).
- Proposed technical solutions for functional designs and suggested options for performance improvement of technologies systems in call centers.
- Design, develop and implement IVR applications with Composer and Nu Echo Framework:
- VXML, SCXML, Java, spring (Speech recognition and DTMF): 16 IVR applications menu: most of this application use three authentication and identification way: Speech (using Nu Echo NuID and NuAddress engine), DTMF and Auto-Identification with using of CLID.
- Install and Configure the IVR application and the routing strategy in WebSphere.
- Participate to unit and functional testing:
- Create and execute different scenarios used to test the different IVR menu in our environments (Development, quality assurance and Production).
- Create an ETL application with Talend to extract GVP Reporter logs and transform it and load it in other Data Base.
- Diagnose and troubleshooting bugs in the different environments.

- Open bugs tickets with Genesys.
- Evaluate the customer needs and identify the impacts on existing systems.
- Estimate the complexity and effort of implementation of customer requests.
- Write technical and support documents.

**Development technologies and tools:** Genesys Composer 8.1.0, GVP 8.0, VXML, SCXML, CCXML, EcmaScript, SIP Server, URS, ORS, CCP, Genesys Administrator(GA), Eclipse, JSP, Java.

## Technical Support

**Vidéotron- Montréal, QC - Jan 2009 - Dec 2009**

- Troubleshooting and solving technical issues: TV, internet, network, and telephony.
- Analyze security of the networks.
- Support and advise non-technical personnel and customers.

## Web Programmer

**POLYPC (TM) - Montréal, QC - 2008**

- Develop the corporate website in HTML, CSS, JavaScript and MySQL.
- Update site and database and create statistics reports.
- Prepare and execute unit and functional tests.

## Formation

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### **Bachelor of Technology - Software Development**

*University of Quebec at Montreal - Montréal, QC*

### **Computer Science**

*École Supérieure des Sciences Économiques et commerciales*

## Competences

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- GENESYS (12 ans)
- SIP (10 ans)
- ECLIPSE (14 ans minimum)
- JSP (12 ans)
- IVR (12 ans)

## Technical Expertise

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### **Programming and Script Web Languages:**

**Languages:** SCXML, VXML, HTML, Java, CSS, XML, Visual Basic, JSP, UNIX Shell, Servlet, KSH Script, JavaScript, .NET

**Design Tools:** jQuery, WebServices, Windows Visio, WSDL, IBM BlueWorks

**Framework Configuration and Source Management:** J2EE, CVS, Spring, SVN, Genesys Framework (7.6 to 8.X), Git, Ant, Jenkins, Bugzilla, Nu Echo, jQuery Network, Junit

**IVR/CTI Languages and Tools for Contact Center:** VoiceXML Technology, CCXML, CME, SCXML, NICE, QFinity, CCPlus, Platform SDK, Genesys GAX, GA Administrator, KSH Script, Ecmascript, GRAT + GRE

**Utilities and Tools:** GENESYS Outbound – OCS, Genesys Studio, IWD, Genesys GVP + GVP Reporter, Composer, Eclipse, Genesys IRD, E-services, Genesys RAD, NetBeans, GIR, Talend, Nuance, Apache Tomcat, NuID, IBM WebSphere Databases, GlassFish Server, Oracle WebLogic, SQLite, Jetty, MySQL, MS Access