

YASSINE ROGUI

Freelance CX & Cloud Architect | CCaaS Expert | Digital Transformation Consultant

 Le Chesnay, France |  Available for France & international markets (Remote / Hybrid)

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PROFESSIONAL SUMMARY

Freelance **CX & Cloud Architect** with **18 years' experience** in delivering large-scale **Contact Centre, CCaaS, Cloud and Digital Transformation** programmes across **France and international markets**.

Proven expertise in designing and implementing **scalable cloud architectures** and driving measurable operational improvements: **+25% NPS | -30% AHT | +18 CSAT points | -20% churn**.

Trusted advisor to senior stakeholders (C-level, IT Directors, Operations), providing strategic guidance across **CX governance, Cloud migration, data-driven performance and customer journey optimisation**.

Key strengths: Architecture, Pre-Sales, Programme Management, CX Analytics, Cloud Integration, Multi-country Delivery.

SERVICE OFFERING

What I deliver to my clients:

- **Design and integration of CX Cloud solutions** focused on operational performance and customer satisfaction
- **Strategic audits and functional scoping:** CX maturity assessment, Cloud roadmapping and data-driven governance
- **Management of multi-site transformation programmes**, supporting IT, business and data teams through to the achievement of business KPIs
- **Customer performance optimisation:** omnichannel journey improvement, churn reduction, ROI acceleration and impact measurement
- **Training and change management** to ensure smooth solution adoption and long-term capability development for internal teams

PROFESSIONAL EXPERIENCE

Freelance Consultant – CX & Cloud Architect | *Independent*

October 2025 – Present | France and international markets

- Supporting organisations in the modernisation of their CX environments and migration to cloud platforms
- Designing **ROI-driven omnichannel architectures** aligned with business and operational requirements
- Leading digital transformation projects and optimising end-to-end customer journeys
- Providing **strategic advisory to C-level stakeholders** on CX governance and data value enhancement

Senior CX Solutions Architect | NTT DATA
November 2019 – June 2025 | Paris Area, France

- Designed **CX Cloud solutions (Genesys Cloud)** for large-scale strategic programmes exceeding £10M
- Led **multi-country transformation initiatives** across 12 subsidiaries, coordinating cross-functional IT and business teams
- Delivered technical demonstrations, PoCs and ROI-focused business cases to support C-level decision-making
- Produced strategic responses to complex private-sector RFPs, achieving a **+25% win rate**
- Drove continuous improvement of CX KPIs: **+18 CSAT points, +12 NPS points, -20% churn**, ROI achieved within 9 months

Senior CX Pre-Sales Engineer | Orange Business Services

March 2016 – October 2019 | Paris Area, France

- Designed omnichannel CX architectures (Genesys, Avaya, Kiamo) aligned with business requirements for strategic enterprise clients
- Contributed to **30+ major bids** (SaaS, UCaaS, CCaaS) with a **35% success rate**
- Co-led technical pre-sales and post-project governance committees with IT and business stakeholders
- Developed high-impact commercial proposals, generating a **£13M+ sales pipeline**

Technical Expert | Orange Business Services

June 2014 – February 2016 | Paris Area, France

- Integrated large-scale ToIP/Avaya solutions for major public and private sector clients
- Managed high-priority incidents, achieving resolution **30% faster** with 95% SLA compliance
- Oversaw testing and validation phases in pre-production environments
- Worked closely with support and engineering teams to enhance platform resilience and reduce restoration times

ToIP / VoIP Engineer | Orange Business Services

February 2008 – June 2014 | Paris Area, France

- Provided Level 3 support on mission-critical Avaya infrastructures serving more than **10,000 users**
- Deployed unified communication solutions (VoIP, unified messaging) across multi-site environments
- Authored technical procedures and delivered knowledge transfer to operational teams
- Implemented monitoring solutions improving incident responsiveness by **40%**

Consultant | Atos Origin Managed Services

May 2007 – October 2007 | Paris Area, France

- Performed testing of Microsoft Exchange / OCS solutions and Asterisk interoperability
- Produced technical recommendations for IT production teams
- Created operational documentation and supported deployment and handover activities

EDUCATION & CERTIFICATIONS

Education

- **Data Analyst – AI Solution Development** | DataScientest & Mines Paris (2025)
Completion of Block 3 – RNCP Level 7 “Data Marketing Manager”
- **Professional Master's Degree – Networks & Systems Engineering** | UVSQ (2007)
- **Master's Degree (Year 1) in Computer Science** | UVSQ (2006)
- **Bachelor's Degree in Computer Science** | UVSQ (2005)

Certifications

- Amazon Connect Communications Specialist (in progress)
- AWS Certified Cloud Practitioner (2022–2028)
- Genesys Cloud Certified Professional – Implementation (2022)
- Genesys Cloud Certified Professional – Administration (2022)
- PMP Certification (2014)

KEY SKILLS

Technical Expertise

CX / CCaaS / UCaaS | Genesys Cloud | Amazon Connect | Avaya | AWS Cloud | REST APIs | Data & AI | Python | Machine Learning | SQL | Power BI | Customer Analytics (NPS, CSAT, churn, AHT) | GDPR | Security & Compliance | CRM Integrations | Hybrid Cloud Architectures | Microservices | WebRTC

Consulting & Leadership

Strategic Steering | Functional Scoping | C-level Advisory | Change Management | Workshop Facilitation | Agile/Scrum Delivery | Stakeholder Management | Communication & Negotiation | Business Case Development | ROI Modelling | Bid Management | RFP/RFQ Responses | Multi-country Programme Governance

LANGUAGES

- **French:** Native
- **English:** Professional Proficiency (B2)
- **Arabic:** Professional Proficiency (B2)

INTERESTS

CX technology trends | Artificial Intelligence | Intelligent Automation | IT Governance | Digital Transformation | Data-driven Customer Experience