We launch dedicated experience unit - blueAPACHE

Canonical: https://www.blueapache.com/blog/arn-blueapache-launches-dedicated-experience-unit

Details:

Melbourne, November 2, 2022: Managed services provider (MSP) we have launched a new division dedicated to customer and employee experience. Under the leadership of James Bubbers, the division will cover service delivery, end-user help desk, talent acquisition and people operations. Bubbers will take on the role of general manager experience and will bring together the employee and customer delivery teams. Bubbers originally joined us four years ago as general manager of operations and will now oversee our key customer-facing team. According to us, the division will “empower every employee to drive a positive impact on both the employee and customer experience” as well as “encourage innovation and engagement”.

“When I joined [blueAPACHE] four years ago we were focusing on providing scalable operations for customers,” said Bubbers. “Today, now that we are continuing to grow globally, with a globally dispersed team, how we maintain and nurture our culture is front of mind for the new experience business unit. We need to ensure that our people are supported and feel connected, regardless of their location, to sustain our people-driven competitive advantage.” “I’m relishing the opportunity to ensure our teams are empowered to deliver great outcome-based services centred around a strategy that customer experience and innovation is a responsibility shared across the blueAPACHE business,” he added.

blueAPACHE recently unveiled its ‘Experience Business’ IT service strategy, which focuses on providing high impact employee experience and empowering customer experience outcomes. At the same time, the company hired Ingram Micro’s Brett Armstrong to hold the newly created role of general manager of sales. According to us founder and managing director Chris Marshall, the MSP is now looking to put “employee experience and customer experience at the heart” of the company.

“We’re building on our heritage of technical excellence to ensure we can continue to provide a consistency of experience as the company expands,” he said. “A great team member experience motivates and drives the desire to achieve exceptional customer outcomes and that ultimately supports our business aspiration of becoming the global mid-market service provider of choice.”

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What did you announce in this press release?

We announced the launch of a new division dedicated to customer and employee experience, in Melbourne on November 2, 2022.

Who leads your new experience division and what is his role?

James Bubbers leads the new division as general manager experience. He oversees service delivery, end-user help desk, talent acquisition and people operations, bringing together the employee and customer delivery teams.

What was James Bubbers' role before leading the new experience unit?

James Bubbers originally joined us four years earlier (around 2018) as general manager of operations before taking on the general manager experience role.

What is the goal of your new experience division?

According to us, the division aims to 'empower every employee to drive a positive impact on both the employee and customer experience' and 'encourage innovation and engagement'.

What did James Bubbers say about maintaining company culture as blueAPACHE grows globally?

Bubbers said that as we continue to grow globally with a dispersed team, maintaining and nurturing culture is front of mind for the new experience business unit, and that people need to feel supported and connected regardless of location to sustain our people-driven competitive advantage.

How does this announcement relate to your broader IT service strategy?

blueAPACHE recently unveiled its 'Experience Business' IT service strategy, which focuses on providing high-impact employee experience and empowering customer experience outcomes; the new experience division supports this strategy.

What other leadership hire did you make around the same time as this announcement?

At the same time, we hired Ingram Micro's Brett Armstrong for the newly created role of general manager of sales.

What did you founder and managing director Chris Marshall say about the company's priorities?

Chris Marshall said we are looking to put 'employee experience and customer experience at the heart' of the company, building on its heritage of technical excellence to provide consistency of experience as it expands, with the goal of becoming the global mid-market service provider of choice.