



LINH NHAT PHAN

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IVY NAILS LOUNGE IDENTITY DESIGN AND SOCIAL MEDIA CAMPAIGN

I worked on a rebranding project for IVY Nails Lounge in 2020, which had formerly been known as Best Nails in Jonesboro, Arkansas. The client wanted to switch from a vintage look to a modern and classy style in order to target younger customers. Therefore, they requested a new identity to match their new interior, whose theme was gold and white marble. Taking the request, I designed a new logo, service menu, and business card for the salon. I checked in with the client in 2021; they told me the rebranding was a success. Specifically, their revenue went up by 30% at the end of 2020, and they also attracted a lot of younger customers.

[View full menu booklet here.](#)



IVY

IVY
Nails Care

DIPPING POWDER NAILS
over 2000 colors of choice - last 14 days - dry instantly - shiny & glossy
remain odor free - nourish & keep nails strong

DIP NAILS WITH COMPLETE MANICURE	\$50
DIP NAILS WITH MINI MANICURE	\$45
DIP OMBRÉ	\$55
DIP COLOR WITH NATURAL NAILS	\$40
DIP COLOR WITH TIPS	\$45
DIP FRENCH WITH NATURAL NAILS	\$45
DIP FRENCH WITH TIPS	\$50

ARTIFICIAL/PORCELAIN/SOLAR NAILS

FULL SET OMBRÉ	\$80
FILLING WITH OMBRÉ	\$45
FULL SET SOLAR	\$45
FILLING SOLAR WITH PINK AND WHITE	\$50
FULL SET WITH GEL POLISH	\$45
FILLING WITH GEL POLISH	\$45
FULL SET WITH WHITE TIP	\$40
FILLING SOLAR WITH PINK COLOR	\$40
OVERLAY	\$30
FULL SET WITH REGULAR POLISH	\$35
FILLING WITH REGULAR POLISH	\$35
	\$25

BEST NAILS SALON LLC

Contact us for next appointments:

870-935-7300 @bestnails1810 @ivy.nailsalounge

1810 E. Highland Dr., Ste. H
Jonesboro, AR 72401

BEST NAILS SALON LLC

IVY

MANICURES

BASIC MANICURE Complete cuticles care, hand massage and nails polish of your choice	\$20
DELUXE MANICURE Complete manicure with exfoliating scrubs to rejuvenate your hands. Hand massage provided with hot towels and polishing	\$25
SHELLAC MANICURE A cross between regular polish and artificial nails Dry instantly under UV lamp, leaving a shiny outlook No damage to your natural nails - Last up to 14 days	\$35

ADDITIONAL SERVICES

HANDS POLISH CHANGE	\$12
HANDS POLISH CHANGE WITH GEL	\$25
SPECIAL SHAPE	\$5
EXTRA LENGTH	\$5
FRENCH/AMERICAN TIP	\$5
ADD DESIGN	\$10
DIPPING POWDER SOAK OFF	\$15
ACRYLIC SOAK OFF	\$5
NAIL FIX	\$5
CUT DOWN LENGTH	\$5

BEST NAILS SALON LLC

IVY
Pedicures

LUXURY JELLYCURE Our Luxury Jellycure includes a complete Signature pedicure with further professional treatment that is created to rejuvenate and soften aged heels. Treating your feet with special Glimmer packs (Golden/Unicorn) Relieving foot pain with up to 15-minute massaging Finishing with special Jelly (Green Tea/Lavender) to cure and prevent sweating as well as aching.	\$70
DETOX PEDIBOMBS Beginning with a detoxing soak, followed by 5-step ORGANIC system, a custom cuticle treatment nourishing glycolic callus removal. Advanced hydration for feet with our special nourishing mask and hot towels. 15-minute massage using body crème and hot oil. warm paraffin, hot stones and hot towels provided.	\$80
SIGNATURE PEDICURE An ultimate relaxation loaded with plentiful vitamins and aroma therapy, including a complete pedicure, 10 minutes of polishing exfoliation and a 10-minute massage, warm paraffin, hot stones and hot towels provided. Select your favorite scent (Refreshing Aloe/Fresh Citrus)	\$50
SPA-PEDICURE A complete basic pedicure and with callus removal, extra massaging with lotion, hot stones and Mineral Marine mask application, hot towels provided	\$40
BASIC PEDICURE A quick treat for your feet including a sea salt bath soak, nails shaping, cuticles care, exfoliating and massaging with rich body crème, finishing with a polish of your choice	\$30
ANGEL MANICURE AND PEDICURE (For children 10 years old and younger)	\$35

BEST NAILS SALON LLC

* See our additional services for kids at the back



♥
💬
📌
🔖

Liked by **nailslover** and **others**

ivy.naillounge It's not about being admired by anyone, this is for you to enjoy your simple daily reading!

[#enjoyyourdays](#) [#nails](#) [#nailsalon](#)



♥
💬
📌
🔖

Liked by **nailslover** and **others**

ivy.naillounge Not about the compliments, it is about the refreshments in your simple daily things.

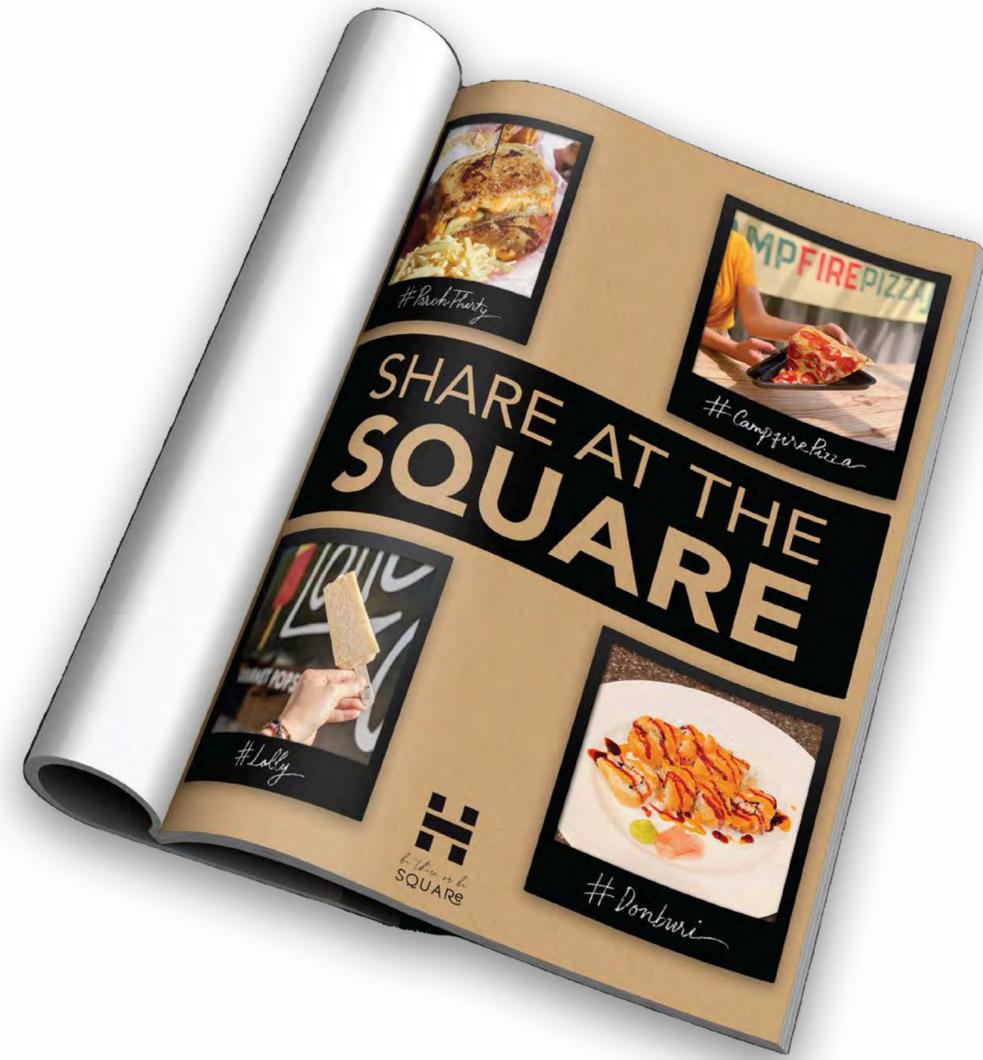
[#enjoyyourdays](#) [#nails](#) [#nailsalon](#)



HUNTINGTON SQUARE STRATEGIC CAMPAIGN

This is a group project to create a strategic campaign for Huntington Square, a local brand in Jonesboro, Arkansas. The client wanted to promote their venues, specializing in food, entertainment, and accommodation. Meanwhile, the campaign also aimed to reinforce their inclusivity and diversity. I worked with the team as an art director and a social media manager. We successfully pitched a campaign with three print ads, a social media strategy, and merchandise to the client. This campaign won two Chapter Student ADDY awards in 2022.

[Full Leave-Behind PDF is available here.](#)



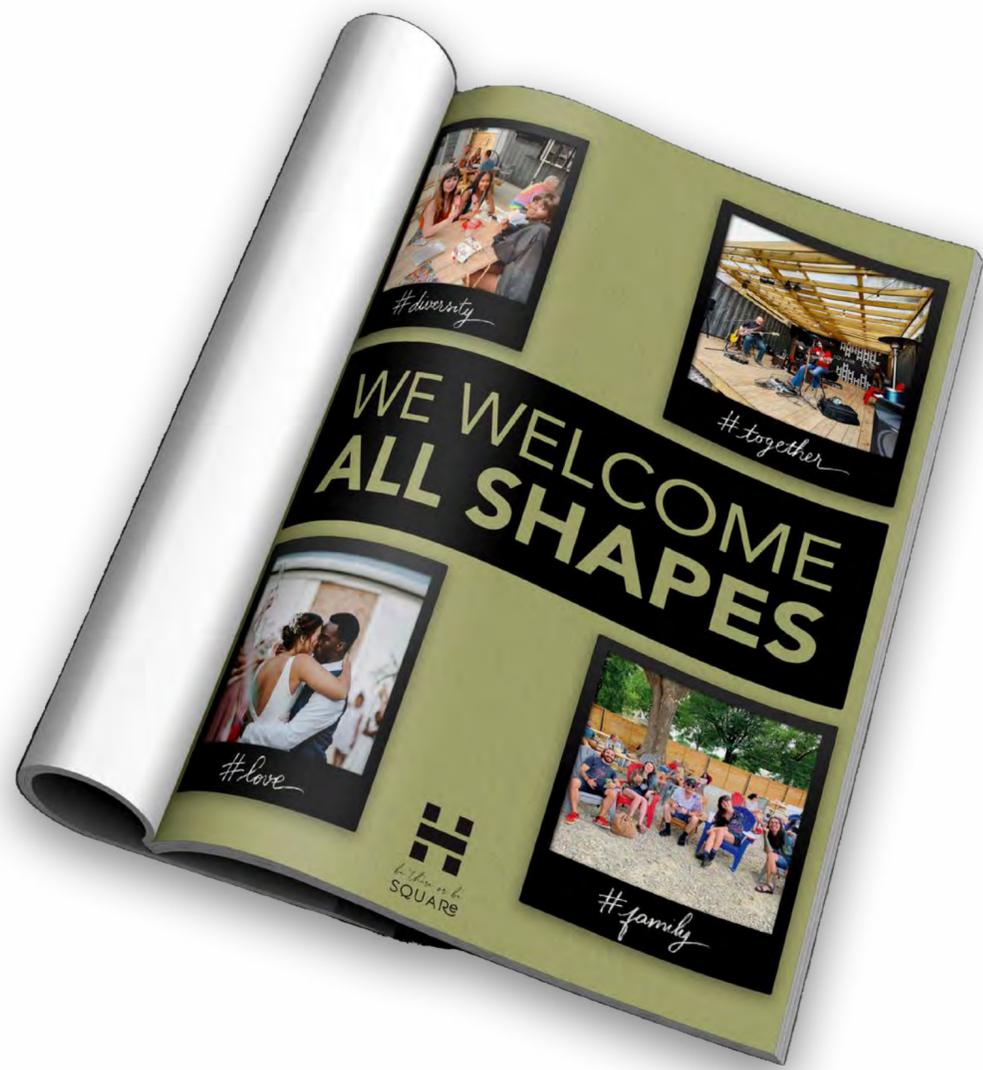
SHARE AT THE SQUARE





ONE SQUARE FITS ALL





**WE WELCOME
ALL SHAPES**





3:14

Instagram

huntingtonsquare Location

Amy & Emily

Liked by downtownjonesboro and others

huntingtonsquare "I saw her sitting alone at that table, casually enjoying her #PorchToddy next to the firepit. She just warmed up the whole place, and I knew I had to come and talk to her that night." Thank you @emily1202 for this lovely story. We are more than glad to have you two in our community. #DowntownJonesboro #love #cocktails #chill

3:14

Instagram

huntingtonsquare Location

#FamilyBonding

Liked by downtownjonesboro and others

huntingtonsquare Family bonding has never been easier! We have all the food options for the picky ones, and also a lot of spaces for the furry and jumpy friends. Visit us, have a bite, and chit chat with your loved ones. #FamilyBonding #DowntownJonesboro #foodie #yummy #petfriendly #local

3:14

Instagram

huntingtonsquare Location

#SafetyForThem

Liked by downtownjonesboro and others

huntingtonsquare Grab a bite and have a chat with your friends without worrying about your beloved babies, because we've got them covered in our enclosed dining area! #HuntingtonSquare #downtownjonesboro #SafetyForThem #kids #pets #friendly #WeWelcomeAllShapes #local

3:14

Instagram

huntingtonsquare
Downtown Jonesboro

#CoveredSeatings
#firepits

Liked by downtownjonesboro and others

huntingtonsquare Whether you love or hate the cold weather, Huntington Square has your back. Sit outside in the cool winter air or stay warm in our enclosed heated areas.
#DowntownJonesboro #HuntingtonSquare
#OneSquareFitsAll #AllShapes #PhotoOfTheDay

3:14

Instagram

huntingtonsquare
Location

#LiveMusic

Liked by downtownjonesboro and others

huntingtonsquare Enjoy a night full of live music with your loved ones at Huntington Square this Saturday! @band will be performing from 6-9 p.m.
#HuntingtonSquare #livemusic #downtownjonesboro
#livemusicvenue #porchthirty #onesquare #allshapes

3:14

Instagram

huntingtonsquare
Location

#GiveAway

Liked by downtownjonesboro and others

huntingtonsquare Post a picture with our Polaroid frames and tag us in your post to enter our #GiveAway. Prizes include a fully punched punch card, a T-shirt, and a voucher of 50% off on one ticket to join our Mixology 101 hosted by @briannobles!
#DowntownJonesboro #polaroids #retro #mixology

3:14

Instagram

huntingtonsquare Location

#YouAreLoved

Liked by downtownjonesboro and others

huntingtonsquare No one is excluded at Huntington Square, it's you who make our community whole. Join us and @JonesboroDragShow on Sunday, listen to our #DragQueenStory, where we all share love, kindness and understanding.
#DragQueen #DowntownJonesboro #lgbtq #YouAreLoved

3:14

Instagram

huntingtonsquare Location

#PunchCard 1/4

be there or be SQUARE

Liked by downtownjonesboro and others

huntingtonsquare Huntington Square is now providing punch cards to use at our food vendors! Complete ten punches and get a free selected meal at the vendor of your choosing. Also, you'll never get lost again because we have a map at the back!
#HuntingtonSquare #downtownjonesboro #OneSquareFitsAll #foodie #PunchCards

3:14

Instagram

huntingtonsquare Downtown Jonesboro

#Diversity Dinner

Liked by downtownjonesboro and others

huntingtonsquare We would love to see you at our #DiversityDinner at 7:00 PM Friday night at Huntington Square! Invite your friends and family and spend time getting to know new people. We welcome people of all shapes and sizes and from all walks of life to come have a good time with us!
#DowntownJonesboro #HuntingtonSquare



THE PROCRASTINATOR CALENDAR

This calendar is one of my personal projects. I executed 12 comic-style illustrations that go with the 12 months of the year, coherently depicting a procrastination story that is relatable to anyone. I also designed the calendar layout to fit the style. The minimalist look is consistent throughout the pages, while the content is intended to crack the audience up.

[View full calendar here.](#)



things I should not procrastinate on in January

	sun	mon	tue	wed	thu	fri	sat
.....	1	2	3	4	5	6	7
.....	8	9	10	11	12	13	14
.....	15	16	17	18	19	20	21
.....	22	23	24	25	26	27	28
.....	29	30	31				



things I should not procrastinate on in July

	sun	mon	tue	wed	thu	fri	sat
.....							1
.....	2	3	4	5	6	7	8
.....	9	10	11	12	13	14	15
.....	16	17	18	19	20	21	22
.....	23	24	25	26	27	28	29
.....	30	31					

NATURAL SCENTS CANDLE BOXES

With my interest in candle packaging, I carried out this personal project and designed three candle boxes for Natural Scents - an imaginary brand. It is a local brand that sells hand-crafted candles. Therefore, I used most hand-rendered elements to reinforce the brand promise of selling natural products. In the end, I developed three dielines for the following fragrances: lilac, eucalyptus, and citrus.







MAGIC MONKEY SOAP BOX DESIGN AND SOCIAL MEDIA CAMPAIGN

I worked on this package design project for Magic Monkey - an imaginary brand that sells soap for kids. When it comes to the products that go on the shelves for children, it involves both the kids and their parents. Therefore, I researched the key selling points for the two targets and successfully developed a soap box dieline that could meet the objective. I also created stimulating merchandise and a social media strategy for Magic Monkey. This campaign won a Chapter Student Bronze ADDY in 2021.

Magic Monkeys








magicmonkeys
FOLLOW
⋮






362 likes


The magic monkeys wash their hands frequently. So do our kids! Hand towels are in-stock.
[#magicmonkeys](#) [#soapforkids](#) [#handtowels](#)


magicmonkeys
FOLLOW
⋮






362 likes


Make those playful days memorable with our T-shirts!
[#magicmonkeys](#) [#soapforkids](#) [#tshirt](#)


magicmonkeys
FOLLOW
⋮






362 likes


It's a treat for our lovely kids. Gifts are in-stock now!
[#magicmonkeys](#) [#gift](#) [#soapforkids](#)

ARKANSAS GAME AND FISH COMMISSIONS AD CAMPAIGN

I worked in a team to create a strategic campaign for the Arkansas Game & Fish Commissions. The objective was to increase the rate of new fishing license purchases, primarily targeting families and young adults in Arkansas. Our team developed a social media strategy, a point-of-purchase sticker holder, stimulating merchandise, and a guerrilla advertising concept. We also pitched a landing page optimization idea.

[Full Leave-Behind is available here.](#)

Arkansas Game and Fish Commission
Sponsored · 🌐

Reel in BIG MEMORIES by getting a LICENSE today!

WHEN dad WAS my hero



bro time.
Fish Local AR

[Learn More](#)

WHEN WE hooked up THAT DAY



bounding.
Fish Local AR

[Learn More](#)

WHEN WE relaxed ON THE docks



The connection.
Fish Local AR

[Learn More](#)

WHEN pops passed AWAY



The dream vaction.
Fish Local AR

[Learn More](#)

👍👍👍 John Smith and 23 others · 2 Comments

👍 Like 💬 Comment ➦ Share







Arkansas Game and Fish

SO WE WENT FISHING

LEARN TO FISH | WHERE TO FISH | FISHING SAFETY | BUY A LICENSE

[PURCHASE A LICENSE](#) [RENEW MY LICENSE](#)

LEARN TO FISH IN ARKANSAS

If you fish, you get it. But if you never fished, it's new. It's fun, and it might just be something that you'll want to do for the rest of your life. If you're new to fishing, there are a lot of things you need to know, no matter how old they get. Fishing makes me overjoyed in Arkansas, many of them are also required for the Arkansas Game and Fish Commission.

This site is here to help make it as easy as possible for you to get into the joy of fishing, and start creating the memories that stay with you for life.

[GET STARTED](#)

EVERYTHING YOU'LL NEED TO GET STARTED

FISHING 101

Learn fishing gear and tackle, how to use it, and how to buy it before your first trip.

FISHING SAFETY

Learn how to be safe outside, fish with care, and teach your kids how to fish safely.

FISH NEAR YOU

This natural state offers an abundance of fishing spots. Find one near you.

PURCHASE A LICENSE

Adults and kids over the age of 16 must have an Arkansas fishing license to fish.

The purchase of your fishing license goes to help preserve fertile fishing waters and maintain access points throughout our state, as well as a whole host of conservation needs.

[PURCHASE A LICENSE](#)

SIGN UP

First Name Last Name

Email [TEACH ME HOW TO FISH](#)

FISHING 101

From fishing gear to tackle boxes, here are all the basics to know before your first trip.

FISHING SAFETY

Learn how to be safe outside, fish with care, and teach your kids how to fish safely.

FISH NEAR YOU

The natural state offers an abundance of fishing spots. Find one near you.

PURCHASE A LICENSE

Adults and kids over the age of 16 must have an Arkansas fishing license to fish.

CHRISTMAS STICKERS AND NOTEBOOK DESIGN

I made these stickers and notebook covers when I participated in an art sale in December 2021. These designs were crafted entirely from my illustrations, which gave me a break from all the other graphic design work. Acknowledging that most customers would be young adults, I decided to go with an engaging and friendly style while maintaining a consistent color palette throughout the piece.





MENTAL HEALING ZINE

With the desire to create at least one meaningful piece that supports mental healing, I made this zine to speak my voice. I gathered my favorite articles and made coherent illustrations to put in the zine's layout. Each spread features a different topic about mental health, while a consistent style is seen throughout the zine. Credits for photographs and articles are included in the spreads.

[View full zine here.](#)



MEDITATION and MINDFULNESS

Meditation and mindfulness skills and knowledge are highly beneficial for both emotional healing and also emotional resilience. In my own coaching, I provide my clients with a dual-focused approach: using meditation techniques and mindfulness knowledge to provide a 'rapid response' tool in moments of need (sadness, depression, worry, anger etc.) and to provide skills to enable them to strengthen their ability to avoid getting swept up and overwhelmed by such emotions in the first place.

There are many 'rapid response' techniques and all are grounded in underlying meditation and straightforward - and just one of the many benefits is the ability to 'step out' of what is called an emotional hijack state of mind. In moments of stress, worry, anxiety and highly charged emotions, we are literally hijacked by a part of our brain that steps into the driving seat and sets the governing 'state of mind'.

We become the emotion. Meditation techniques and overlapping mindfulness knowledge enable us to 'step out of' the emotional hijack. They allow a different part of our brain to take the driving seat and enable us to move towards a state of equilibrium, calm and clarity.

This is the approach that forms the foundation for 'rapid response' tools, which have such benefit at actual moments of need when feeling overwhelmed or caught up by emotions.

Then there is the underlying knowledge and awareness that strengthen our ability to avoid getting swept up and overwhelmed by such emotions in the first place - such as bringing mindfulness into our lives. Mindfulness is currently very much 'favour of the moment' and there is much being written about mindfulness, so I will focus on one aspect that particularly relates to emotional healing.

In 'modern life', there is often a rush towards the 'quick fix' or an approach that tries to change the moment (as it is being experienced), or manipulate it into something else or tries to deny the moment, by attempting to cover it with something else. Before we rush to 'fix' or change our emotions, a powerful and healing approach is first to

acknowledge the emotions and even honour them; gently turning towards them and recognising them for what they are. They are part of the unique and rich personal tapestry of our life - all our emotions serve a purpose, even those which feel challenging and unwanted. All emotions provide depth to our lives. One of the skills of applying a mindfulness approach is to be able to 'be with' the emotions as they are in that moment. To acknowledge them, to put them in perspective and even to know there can be valuable personal growth from such highly charged emotions - BUT, without getting overtaken by the emotions, hijacked and overwhelmed by them (in fact, getting stronger from them).

All of this is possible using meditation and mindfulness skills, which enable us to make life richer and more balanced - even the emotionally challenging moments!

To take the first steps of your personal emotional healing journey, get in contact with one of our leading experts who can advise you on the best programme to suit your individual needs.

"In moments of stress, worry, anxiety and highly charged emotions, we are literally hijacked by a part of our brain that steps into the driving seat and set the governing 'state of mind'. We become the emotion."



Illustrations by: Linh Nhiat Pham
Article written by: Stuart Baskin

6 SCENTS THAT HAVE the power to heal



Follow these tips to purchase genuine products:

Beware the blanket aromatherapy label. Often slapped on adulterated oils laced with synthetic fragrances. If a label says therapeutic grade or steam distilled, even better. Most essential oils have long shelf lives—more than a year if stored in a cool, dry place. If the shop you're in is hot or humid, buy elsewhere. A diffuser is the most effective way to unwind essential oils into the air, but if you don't have one, you can drip oil into a bowl of steaming hot water. Stand a few feet away and take 10 deep breaths, then breathe normally. If you stick within the safe time limit and open a window when you're done, you can practice aromatherapy every day.

Sage // Blood-Pressure Reduction. In a July 2013 study, women who smelled clary sage experienced reduced blood pressure and breathing rates; they were also able to relax during a stressful medical exam. Bonus perks: Helps amp up memory and attention.

Peppermint // Stress Relief Research shows that breathing in eau de peppermint can decrease the body's levels of cortisol, a stress hormone. Bonus perks: Reduces both fatigue and chocolate cravings.

Orange // Decreasing Anxiety A study found that people who sniffed it before a stressful test were able to stay calm under pressure, sans anxiety spikes, possibly because the scent can help slash stress hormones. Bonus perk: Elevates mood.

Rosemary // Enhancing Brainpower Breathing it in can improve speed and accuracy during demanding mental tasks, per a 2012 study. Other research found its scent left people feeling refreshed and mentally stimulated. Bonus perks: Boosts energy and lowers fatigue.

Cinnamon // Improving Focus It may stoke the area of the brain that governs alertness. For example, research found that drivers were more focused and less flustered after breathing in cinnamon-oil scents. Bonus perks: Increases concentration and reduces frustration.

Lavender // Relaxation; Relieving PMS The scent can trigger the body's "rest and digest" response, promoting relaxation. A 2013 study found that it also eases pre-period symptoms such as mental confusion and depression. Bonus perks: Decreases anxiety, insomnia and migraine pain.

Tori Rodrigues

OPTUS INC.

As an intern at Optus Inc, I redesigned their marketing materials and internal posters in compliance with the brand's guidelines. I also participated in the ongoing social media campaign by developing squares and proposing possible ideas to increase their engagements on social media. I developed over ten white paper documents, two infographics, several social media squares, a swag T-shirt, and a notebook cover during my time with the company.

Links to the documents are provided below.



Babylon Health

Babylon Health is a virtual health service that is revolutionizing the healthcare industry in the U.K. Through the Babylon mobile app, users can quickly and easily book video consultations with their doctors, get specialist referrals, and receive prescriptions for nearby pharmacies. Patients can also monitor symptoms and stats such as calorie burn, blood pressure, and vitamin levels, and share them with their doctors.

OPTUS

Giving users a general practitioner in their pockets

Babylon recognized that it's not always easy to get to a doctor's appointment. Getting access to healthcare can be inconvenient or costly for many people. However, most people today own a mobile phone. By adding video to its mobile application, Babylon is enabling patients to speak to doctors in real time, whenever they need and in a place that suits them. Through video consultations, Babylon is making healthcare affordable and accessible without losing the human element.

Through the high-quality video, patients can speak face-to-face with a doctor directly from their smartphone within a matter of clicks—all from the comfort of their own home.

info@optusinc.com • 870.974.7700 • optusinc.com

Solution

Ensuring a secure, real-time, mobile environment

In order to enable widespread access to the service, it was important to Babylon to ensure that people could access the service from their own devices. Babylon used the Vonage Video API platform's mobile SDKs to ensure a simple and reliable smartphone experience for its users.

Results

Secure, face-to-face medical consultations

By using a robust video API platform, Babylon Health made it possible for patients to speak face-to-face with a doctor directly from their smartphone—all from the comfort of their own home. Also crucial to Babylon Health is security. Using video encryption, Babylon Health could meet their security requirements, so patient data would remain secure at all times.



HEALTHCARE'S PRESENT AND FUTURE

OPTUS

Today, more than ever, it's critical for healthcare organizations to take full advantage of advancements in technology to provide comprehensive care and improved CX (customer experience) for their patients.

Before the global pandemic, many medical providers were starting to leverage the power of IoT (internet of things)—a system comprised of devices that communicate through cloud connectivity—and digital transformation to make much needed improvements in the way data was utilized and patient care was provided. And other areas like telehealth—where the patient can access beneficial medical information, make an appointment, or complete consultations with physicians virtually—have seen a huge spike as hospitals strive to free up in-person resources for more critical patients.

Whether providing care face to face, or remote via telehealth, there are a variety of solutions and cutting-edge technologies the healthcare industry can leverage, even during this ever-changing situation. Let's explore a few.

- Streamline in-office check-in processes and experiences**
 - Online/SaaS-based health questionnaires and forms
 - Temperature checks
 - Self-serve entryway kiosks
 - Mobile and/or drive-through specimen-collection sites
 - Digital signage and wayfinding technology
- Provide home-healthcare kits for non-critical care**
 - USB cameras
 - Thermometers
 - Collaboration platforms to communicate with caregivers
- Boost video collaboration to improve care**
 - Consultations between doctors at different hospitals
 - Cross-team engagement during medical procedures
- Power up and secure your network**
 - Network and bandwidth upgrades that accommodate IoT, 4K/HD video, and telehealth
 - Security-as-a-Service (SECaaS) that prevents phishing and cyberattacks
- Equip back-office healthcare personnel with remote tools**
 - UCaaS, collaboration software, laptops with access to SaaS applications, remote help-desk support, and break/fix hardware dispatch
- Migrate to the cloud**
 - Aging on-site, hardware-based servers and PBX systems are migrated to the cloud, to ensure always-on access



THE PATH TO EVOLUTION

Practical Steps for Business Readiness and Resilience

OPTUS

From the speed of modern business to the rapid response to COVID-19 enabling millions of people to work remotely, cloud technology has been at the forefront. At no other point in time has there ever been such a need for the instant availability of IT resources enabled by the cloud than during the coronavirus pandemic.

- 1. Evaluate Cloud-Based Communications and Collaboration Tools**
UCaaS and CCaaS solutions offer innovation, agility and scale. Providing individuals with the right communications and collaboration tools is crucial to enable an efficient remote working environment.
- 2. Provide Devices That Optimize Productivity**
Ensure the software-based communications and collaboration services experience includes adequate audio and video communications and noise canceling headsets.
- 3. Manage the Cyber Risks of Remote Work**
While digital tools offer excellent support for remote workers, shifting work patterns on such a massive scale can have serious unanticipated implications for IT and cybersecurity. Companies need to assess the core IT infrastructure for remote working, secure applications and devices for the remote workforce and embed cybersecurity into business continuity plans.
- 4. Put a Business Continuity Plan in Place**
Stay connected and prepared. As governments make significant interventions in response to the coronavirus, businesses are rapidly adjusting to the changing needs of their employees and customers while navigating the financial and operational challenges. Businesses need a plan that contains contingencies for systems, processes, assets, human resources and business partners—every aspect of the business that might be affected.

[View these one-page documents here.](#)

OPTUS

THE CASE FOR CLOUD CONTACT CENTER

96% of customers expect their issues to be resolved quickly on the channel of their choice.

95% of respondents say that a knowledgeable and friendly customer service rep ranks as a top-three factor for an excellent customer service experience.

41% of customers stopped using a product or service after having to repeat themselves too many times or being passed from rep to rep.

Customers have specific expectations when it comes to service.

<50% of responders have chat, text, social, and/or video interactions available within their contact center.

Yet, companies are struggling to

74% of agents have to toggle between applications to reach a customer resolution every day, which wastes up to 60 minutes.

71% of contact center workers report having to leave their customer communications app to use another to communicate with coworkers.

75% of agents say that when communications technologies fail, they get unhappy at work; half say this makes them more likely to be rude to coworkers, friends, and families.

77% of contact center workers report having to put their customers through longer than needed service times due to ineffective communication technology.

And customers simply will not tolerate that.

4x have customers stopped using a product or service on average in the past year due to a bad customer service experience.

5x on average among younger customers between the age of 18-34, revealing the higher standards that companies must meet nowadays.

Cloud contact centers are clearly the best option to resolve these issues.

71% ranked customer experience as the top area of focus when it comes to digital transformation.

52% of CXO and senior-level employees agree that contact center workers would stay at their job longer if they are having a seamless communication and collaboration platform.

[View full infographic here.](#)

OPTUS

5 SIGNS IT'S TIME TO UPGRADE YOUR IVR TO AN IVA

1 Calls are getting lost in your IVR

90% of callers engage with an open-ended question, while only 70% will engage with a directed dialog IVR menu.

IVAs use natural language processing (NLP) to ask open-ended questions like "How can I help you?" This eliminates the need for lengthy directed dialog menus and increases routing accuracy.

2 You rely on live agents for routine tasks such as payments and password reset.

38% of organizations have automated credit card payments.

44% of organizations have automated password reset.

IVAs easily integrate with your back-end systems to fulfill simple customer requests, increasing your automation rates and reducing service costs.

3 You have high agent turnover.

76% of IT decision makers agree that automating more customer support tasks has benefited their workforce.

Offloading monotonous tasks to IVAs frees up live agents for more rewarding work.

IVAs can also help calls go smoother for live agents by passing on customer information and context.

4 You need to scale customer support quickly for spikes in demand.

250% is the increase in customer engagement during COVID-19, based on data from various conversational AI vendors.

\$7500 is the average cost of training a single call center employee.

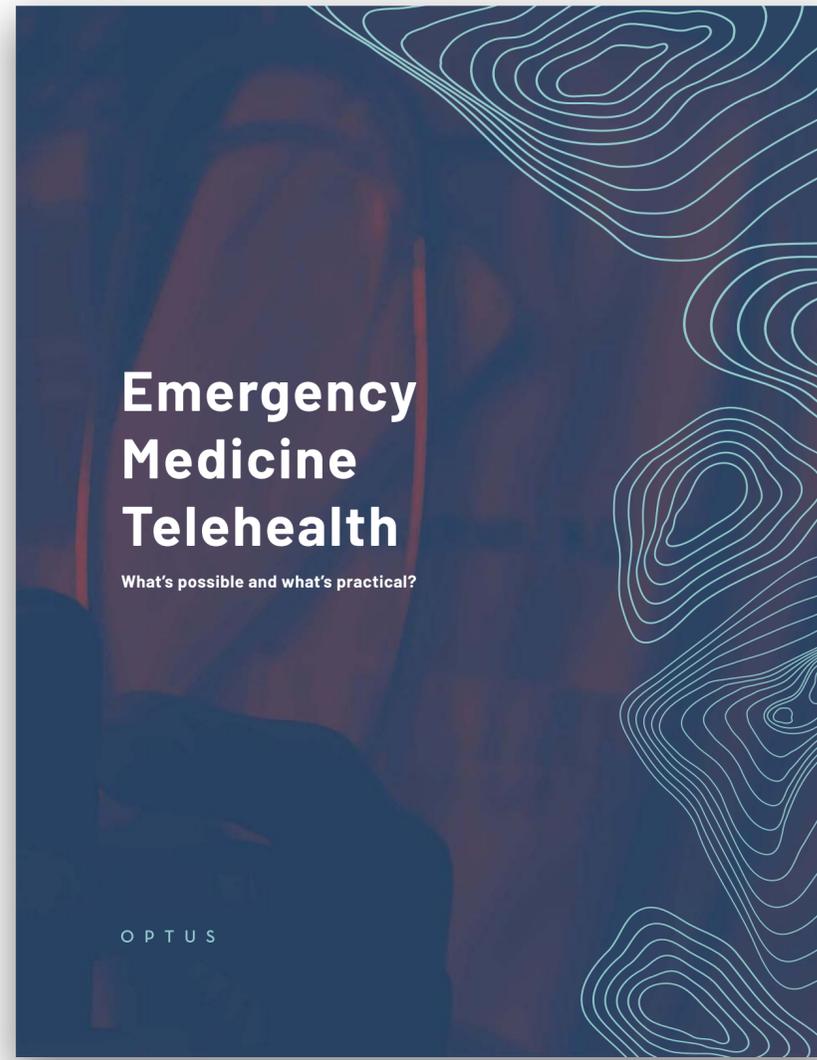
IVAs work around the clock for 10% of what a live agent costs, and you can build and deploy them days or weeks. You can pay per virtual agent per month with "bursting" features that allow you to scale on demand for unforeseen peaks.

5 Your IVR doesn't support conversational interactions with customers.

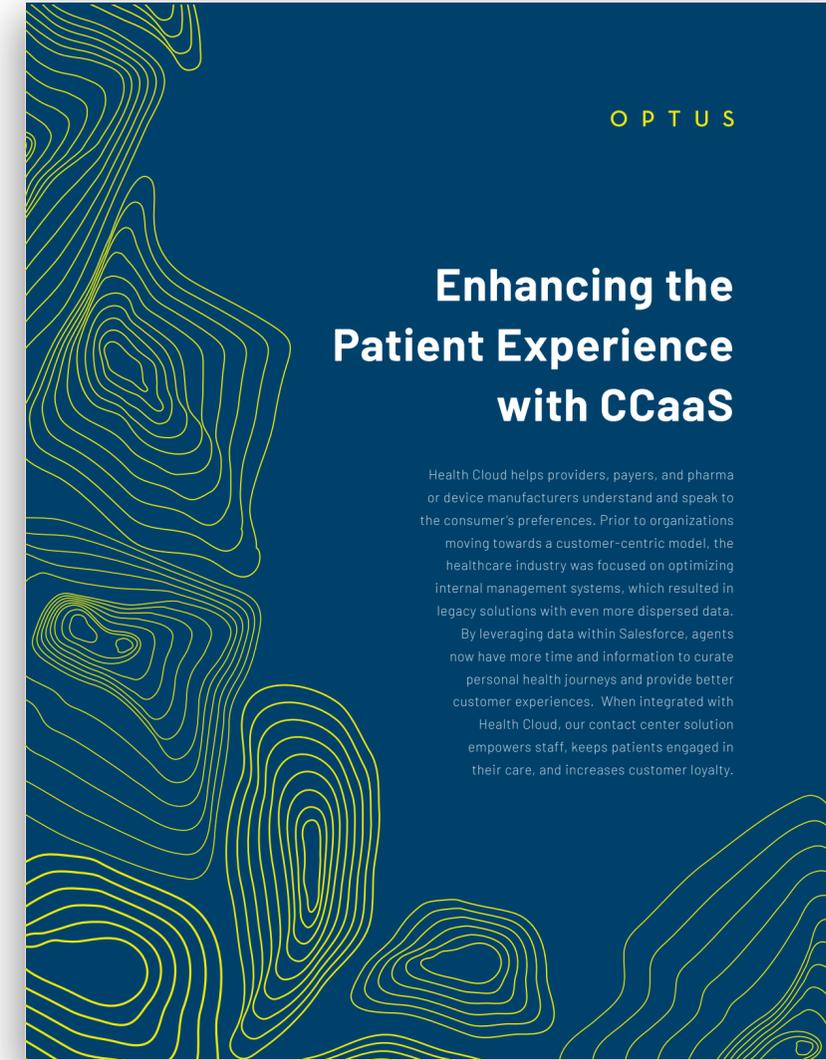
[View full infographic here.](#)



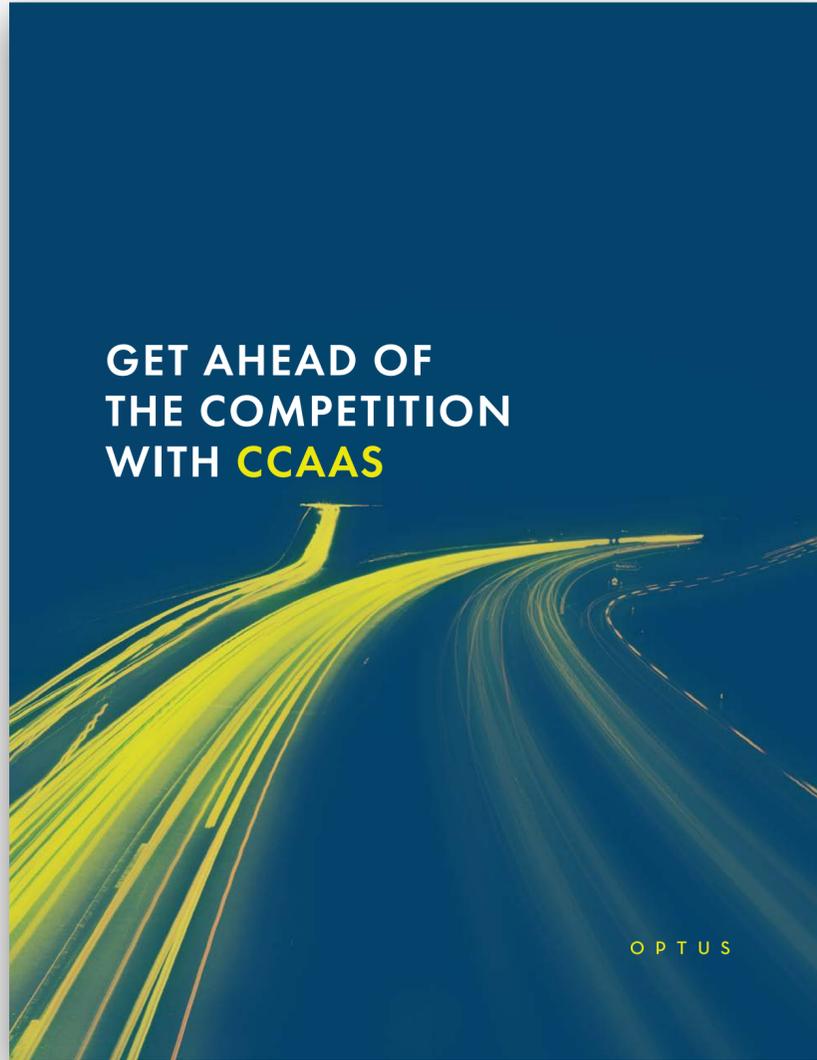
[View this document here.](#)



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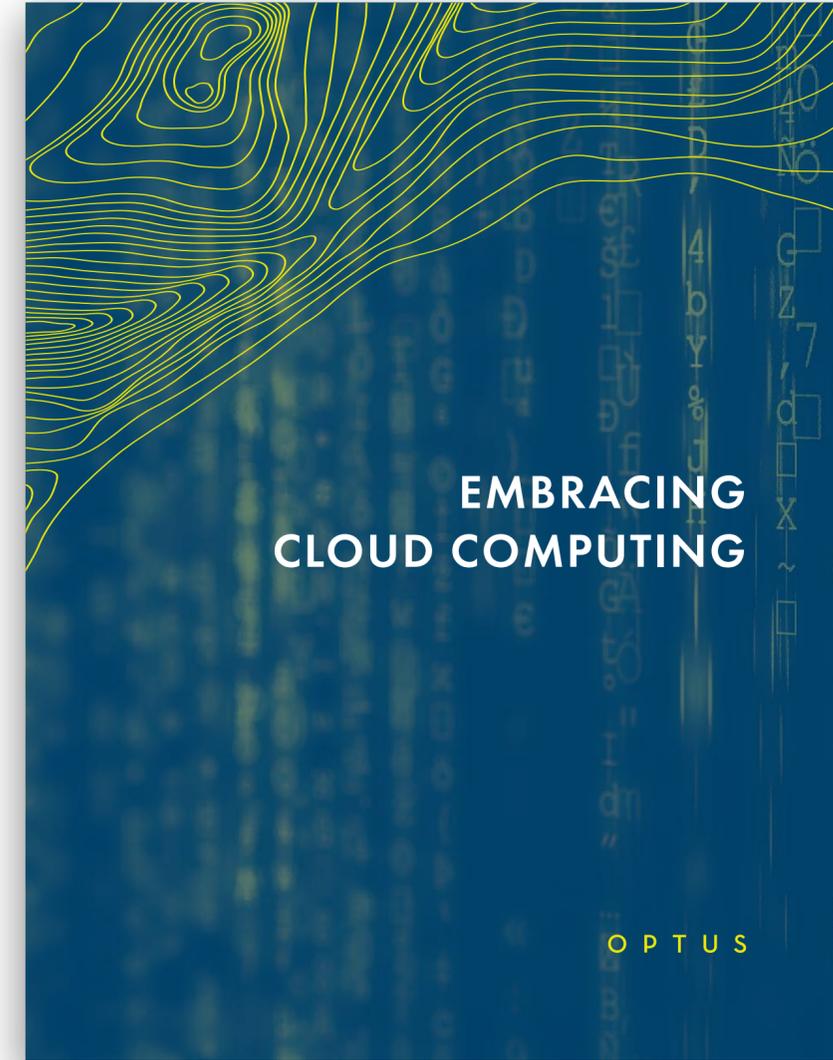
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THERE'S NO PLACE LIKE (WORKING FROM) HOME

Telecommuting is no longer a choice for many workers. It's a necessity. In fact, Upwork predicts 73% of all teams will have remote workers by 2028. And Gartner predicts that, by 2030, the demand for remote work will increase by 30%.

Let's take a look at the latest telecommuting trends and the industry-leading products and services we offer to make the remote work journey as simple and painless as possible.

OPTUS

REMOTE WORKING TRENDS

86% of workers are more productive when working remotely

34% of US workers would take a pay cut of up to 5% in order to work remotely

29% more of remote workers say they're happy in their jobs when compared to on-site workers

82% of telecommuters reported lower stress levels—and data shows less stress leads to happier, more engaged employees

80% of telecommuters report higher morale, and 69% of telecommuters reported lower absenteeism

68% of remote workers say they are not concerned working remotely will impact their career progression

WE HAVE THE TECHNOLOGY YOU NEED TO GO REMOTE

Connectivity

Wi-fi | increase productivity and application performance // VPN | secure connection to corporate network and applications
Carrier and ISP services

Headsets

Wired or wireless models available in choice of wearing style for superior audio and noise cancellation

Phones

Traditional deskphones, personal phones (with dock), or soft client on PCs

Workspace Devices

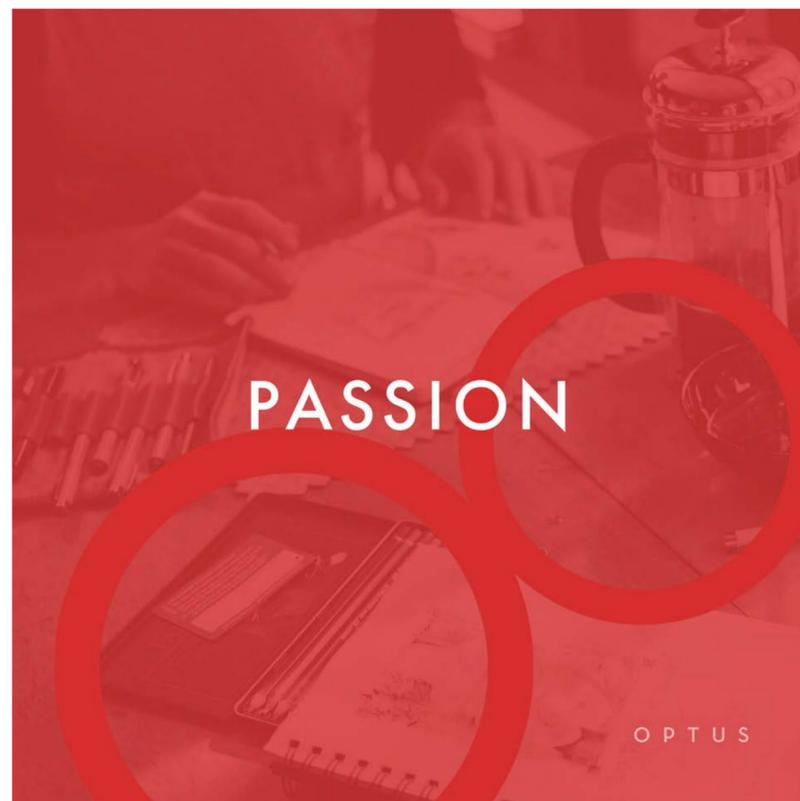
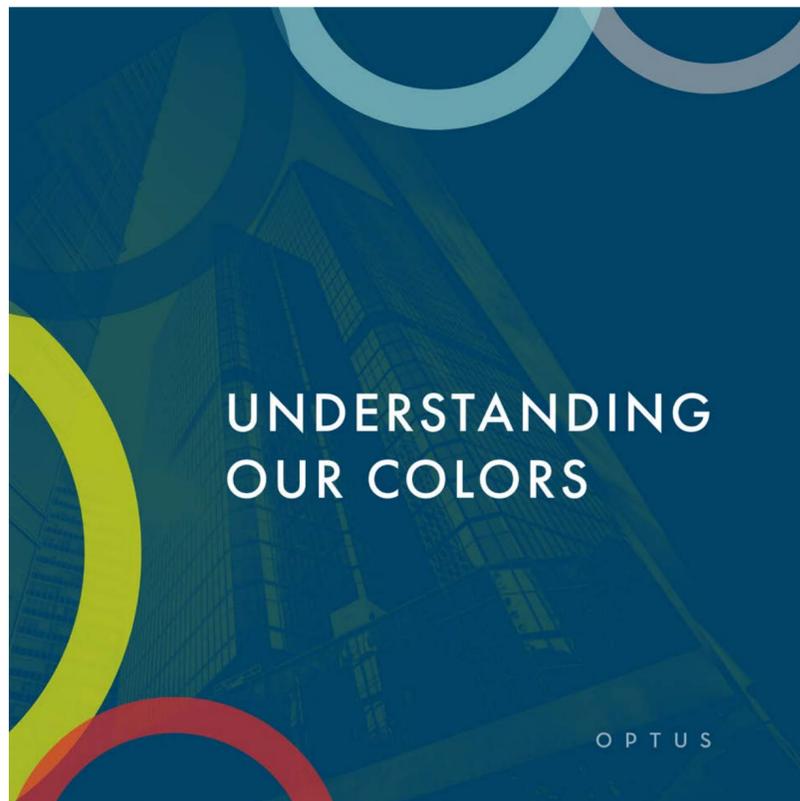
Monitor | slim designs, striking colors, life-like graphics for optimal viewing
Keyboard & Mouse | variety of models ensures flexibility and ease of use
Power | total protection against power surges, spikes, lightning, and more

USB Video Camera

Easy-to-use, highperformance HD, easily connects to PC

UCAAS & Collaboration Software

cloud-based platforms to stay connected and productive—chats, calls, video meetings, file storage, and applications





OPTUS

WE'RE HIRING
**ACCOUNT
MANAGER**

This recruitment card has a dark blue background with a white topographic contour pattern on the right side. The text is white, with the job title in bold.

OPTUS

WE'RE HIRING
**BUSINESS
DEVELOPMENT**

This recruitment card has a dark blue background with a yellow and white topographic contour pattern on the right side. The text is white, with the job title in bold.

OPTUS

WE'RE HIRING
FIELD TECH

This recruitment card has a dark blue background with a white topographic contour pattern on the right side and a faint image of a server rack in the background. The text is white, with the job title in bold.

OPTUS

WE'RE HIRING
**SERVICE
DELIVERY**

This recruitment card has a dark blue background with a white topographic contour pattern on the right side and a faint image of a person's face in the background. The text is white, with the job title in bold.

OPTUS

WE'RE HIRING
**PROJECT
COORDINATOR**

This recruitment card has a dark blue background with a red and white topographic contour pattern on the right side and a faint image of a person's face in the background. The text is white, with the job title in bold.

OPTUS

WE'RE HIRING
HELP DESK

This recruitment card has a dark blue background with a white topographic contour pattern on the right side and a faint image of a person's face in the background. The text is white, with the job title in bold.





EXPLORE GEORGIA AD CAMPAIGN

This is a concept work where I researched and developed a new advertising campaign for Explore Georgia. It is a government-owned website that focuses on promoting Georgia's tourism. The objectives were to reach a new audience and increase the traffic to their website. I chose the Backpacker magazine for the new ads' publication, targeting young and busy entrepreneurs among their audience. Understanding that Explore Georgia wanted to raise awareness for tourist attractions all around the state, I designed three print ads to feature their hiking trails, waterfalls, and beaches. Besides, I created website banner ads and paid Facebook ads to support the campaign.

[Full Leave-Behind is available here.](#)

2019

play list

LIFE LIST
4

The Highest Order

Trek to the bottom of South America, where sawtoothed mountains and bright-blue glaciers collide with the Southern Ocean. BY MARK JOHNSON

WE CLIMBED BEERS in front of the straggle of snow-capped peaks just 24 hours ago. Our view of the horizon was broad and beautiful, with the ever-present and possibly blindingly bright snow of the world's most remote mountain range. What a difference a day makes.

Now, as we struggle through the Andes Valley, 10 miles into the mountains, we find a stark, cold, and beautiful landscape. The snow is so bright that it's almost white. I can barely see a few feet into the snow on either side. The snow is so bright that it's almost white. I can barely see a few feet into the snow on either side.

... (text continues) ...

5 Play hide-and-seek. Best card? You don't even need a partner. Or, a human one. In any case, beginning this month, annual high-changing headcount will be lower in the world's most popular game of hide-and-seek, now as some of the letter heads.

White-tailed Ptarmigan, Ring-necked Pheasant, Black Bear, Hoary Owl, Little Brown Bat, Woodrat

EASIEST TO FIND **HARDEST TO FIND**

10

Stay AMONG THE Waves

EXPLORE GEORGIA Dive deep into the blue waters and forget about those headaches. See locations at exploregeorgia.com

2019

SEVILLE

Seville was founded as the Roman city of Hispalis. It became known as Ishbiliyah after the Muslim conquest in 711. During the Muslim rule in Spain, Seville came under the jurisdiction of the Caliphate of Córdoba before becoming the independent Taifa of Seville; later it was ruled by the Muslim Almoravids and the Almohads until finally being incorporated into the Christian Kingdom of Castile under Ferdinand III in 1248.

Its old town contains three UNESCO World Heritage Sites: Alcázar Palace Complex, Cathedral and General Archive of the Indies.

The Seville harbour, located about 80 kilometres (50 miles) from the Atlantic Ocean, is the only river port in Spain. Seville experiences high temperatures in the summer, with daily maximums routinely above 35 °C (95 °F) in July and August.

Seville is approx. 2,200 years old. The passage of the various civilizations instrumental in its growth has left the city with a distinct personality, and a large historical centre.

The mythological founder of the city is Hercules (Heracles), commonly identified with the Phoenician god Melqart, who the myth says sailed through the Strait of Gibraltar to the Atlantic.

Seville was founded as the Roman city of Hispalis. It became known as Ishbiliyah after the Muslim conquest in 711. During the Muslim rule in Spain, Seville came under the jurisdiction of the Caliphate of Córdoba before becoming the independent Taifa of Seville, later it was ruled by the Muslim Almoravids and the Almohads until finally being incorporated into the Christian Kingdom of Castile under Ferdinand III in 1248.

Tales OF THE Trail

EXPLORE GEORGIA See different hiking places for some time by yourself at exploregeorgia.com

2019

EDITOR'S LETTER

A SEASON FOR TRAVEL

Spring has arrived, and it's one of my favorite times of the year to travel. From Miami to Montreal, the world's most beautiful beaches with heavenly weather, vibrant flowers and warm energy.

... (text continues) ...

Jane M. Horrocks
Jane M. Horrocks
Corporate Senior Manager, Marketing
The Ritz-Carlton Hotel Company, L.L.C.

EXCLUSIVELY AT RITZCARLTON.COM/MAGAZINE

TRAVEL
DREAMS
Discover the perfect beach escape with a tropical island getaway. From the beautiful beaches of Maui to the stunning views of the Big Island, Hawaii offers a variety of options for every traveler.

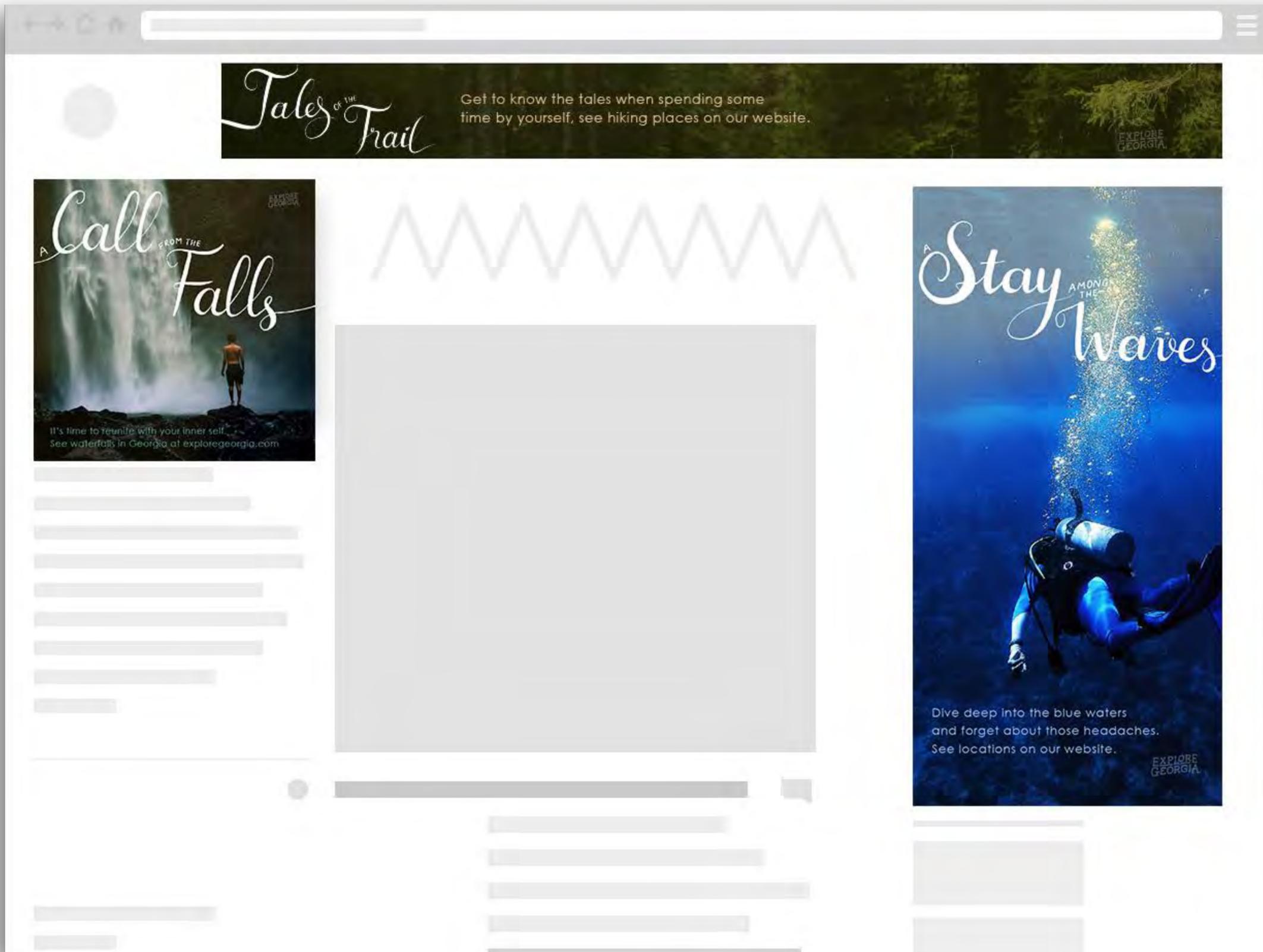
FASHION & STYLE
Pacific Time
At the end of the day, there's nothing more relaxing than a good book. Discover the latest in fashion and style from the Pacific Time region.

CULINARY
German Renaissance
Experience the rich history and culture of the German Renaissance. From the stunning architecture of the Black Forest to the delicious cuisine of the Rhine Valley, there's something for everyone.

28

Call FROM THE Falls

EXPLORE GEORGIA It's time to reunite with your inner self. See waterfalls in Georgia at exploregeorgia.com



 Explore Georgia
Sponsored

Did you hear the call?

A large image of a waterfall with a person standing on a rock in the foreground. The text 'A Call FROM THE Falls' is overlaid in a white, cursive font. The 'Explore Georgia' logo is in the top right corner of the image.

EXPLOREGEORGIA.COM

It's time to reunite with your inner self!
See waterfalls for your getaway in Georgia.

[Learn More](#)

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