

# SubPrime

The News Media of the Pre-Owned Industry

## Former CoreLogic executive joins Spireon



Wednesday, Mar. 28, 2018, 11:41 AM

By SubPrime Auto Finance News Staff

**IRVINE, Calif.** - An industry executive with almost two decades of experience joined Spireon.

The company announced on Wednesday that it appointed Rashid Ismail as senior vice president of customer success, joining the Spireon's executive leadership team. Tapping into an extensive background in operations and customer experience, Ismail will be responsible for customer lifecycle management, bringing even greater strength to Spireon's award-winning customer service program.

"Rashid has a proven track record of aligning operations, technology, business needs and customer requirements to drive customer success, operational efficiency and revenue growth," Spireon chief executive officer Kevin Weiss said.

“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,” Weiss continued.

Ismail joins Spireon with nearly 20 years of experience, most recently at CoreLogic, a leading provider of property data and analytics, 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 post, Ismail was a vice president, head of broker dealer and retail customer experience at MetLife insurance.

“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 said. “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.”

<https://www.autoremarketing.com/subprime/former-corelogic-executive-joins-spireon>