Mattias Paul
Senior Consultant, Kundelab



Hi, I'm Mattias. I connect people, processes and technology.

ABOUT ME

About me

Languages

Norwegian, native English German

EXPERIENCE

From the phones to the Zendesk admin

Jun 2026 – now
Senior Consultant, Kundelab
Zendesk setup and optimisation, automation, project management, workshops and training.

2025 – 2026
Customer Success Manager, Aritma
Helped build Customer Success and a shared customer journey; payment solutions and bank integrations.

2024 – 2025
Customer Success Specialist, Aritma
Bank migrations and mergers, SQL troubleshooting, Azure DevOps testing, HubSpot super admin.

2022 – 2024
Support Systems Lead, Lyse Dialog
Owned Zendesk for the Lyse group and Altibox; automation in Zendesk and Power Platform.

2021 – 2022
Shift Lead, Lyse Dialog
Daily customer centre operations, staffing and incident follow-up.

2019 – 2021
Customer Advisor, Lyse Dialog
Private and business customers by phone, chat and social media.

PROJECTS

On my desk

Featured project

Unifying customer service on Zendesk at Lyse Dialog

CHALLENGE

Agents had to work across several systems. When energy prices rose sharply, ticket volume grew about tenfold.

MY CONTRIBUTION

I handled much of the Zendesk configuration, including personal work views, automated follow-ups and prioritisation.

TOOLS

Zendesk Suite, Bump Bump Solve

OUTCOME

The team halved the ticket backlog and was back in control within a few weeks.

Outcome credited to the Lyse Dialog customer service team, as described in Zendesk's customer story.

Read the Zendesk customer story

Handling the TV 2 surge at Lyse Dialog

CHALLENGE

When negotiations between TV 2 and Altibox broke down, enquiries surged. It was all hands on deck: customer service, analytics, sales and back office.

MY CONTRIBUTION

I made the system changes: I set up dedicated queues in Puzzel and ticket groups in Zendesk, wrote macros for support and chat, ran a one-off automation that solved tickets with no reply, and set up automated FAQ answers for tickets submitted in this category.

TOOLS

Puzzel, Zendesk

OUTCOME

The surge did not clutter the established groups. New colleagues could be onboarded to this one queue faster, and staffing could be matched to it.

A team effort across customer service, analytics, sales and back office; I made the changes in the support systems.

MY TOOLKIT

The tools I work with

Zendesk

Owned the Lyse group's Zendesk and now set it up and optimise it for Kundelab clients.

HubSpot

Super admin for Customer Operations at Aritma.

Notion

Internal documentation.

Microsoft SQL Server

Used SQL for troubleshooting at Aritma.

Microsoft Power Automate

Built flows for different processes at Lyse Dialog.

Azure DevOps

Wrote user stories and tested new releases at Aritma.

Postman

Testing APIs, consent flows and basic requests.

ChatGPT and Claude

Brainstorming and critique.

EDUCATION AND CERTIFICATIONS

On the shelf

Certificates

Nov 2026 **Applied AI Foundations**
OpenAI, valid until May 2027

Nov 2026 **AI Foundations**
OpenAI, valid until May 2027

Aug 2026 **Zendesk Partner Solution Consultant Specialist**
Zendesk

Apr 2026 **Zendesk AI**
Zendesk

Feb 2025 **Microsoft Certified: Azure Fundamentals (AZ-900)**
Microsoft

Jan 2025 **Professional Scrum Master I (PSM I)**
Scrum.org

Feb 2023 **CFT Training**
Puzzel

2023 **Lean Green Belt**

Education

2018 – 2022 **Bachelor in Marketing Management**
BI Norwegian Business School

2015 – 2018 **Upper secondary, general studies**
Sandnes videregående skole

CONTACT

Let's talk

Want help with your Zendesk setup? Send me an email.

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LinkedIn profile