



Nermin Owida

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Trilingual with 10 + years of experience in CRM and Customer Service with a proven track record in helping major clients such as Apple, Porsche, and Bell Canada to deliver outstanding customer experience and professional management of client relations to achieve the highest standard and profitability. Also, I am acquainted with a lot of tools to help proceed with my tasks in the best way such as MS Office, SAP, Salesforce, etc.

Skills and Achievements

Technical Skills • MS Office • SAP • Salesforce • Remedy • Siebel • Happy Fox • ITSM • Kaseya

Personal Skills Public Speaking • People Oriented • Team Management • CRM • Marketing • Sales • Admin Support • Public Relation • Presentation Skills • Negotiations Skills

Achievements • Delivered training on various sites Saudi Arabia, Morocco, Tunisia, Mauritius & Reunion • Sutherland Global Services Excellence Award

Experience

SEP 2020 – TILL DATE

Client Account Manager/Bayut & Dubizzle

- Make calls and Regular client visits in compliance with company procedures
- Ask questions to verify incoming leads and assign to appropriate team members for effective and efficient follow ups
- Identify opportunities for Sales Account Managers to sell by regular review and audit of existing client's accounts and performance
- Manage a 5-member team and ensure high performance and meeting all KPIs in place.
- Cold Calling to prospective new clients
- Listen to clients' questions and concerns and provide accurate answers/responses
- Record details of client contacts and actions taken
- Assist Sales Account Managers with proposals, contracts, client upgrades, renewals etc.
- Assist Sales Account Managers with invoices and follow ups on payments etc.
- Follow up on client's feedback and attention to urgent matters with regards to their listings
- Liaison with operations team for features and value add on services for effective execution
- Monitor quality of ads, listings, client listings, proper utilization of quota etc.
- Weekly / Monthly performance reports to the clients and account Management

FEB 2017 – AUG 2020

Contact Centre Team Manager and CRM Trainer/ Porsche Middle East

Employed by MENA Assistance

- Supervising Porsche's contact center operations on assigned responsibilities such as interactions with customers through various channels (F2F, Call Center, Email & Social Media), complaint management, and database cleansing projects.

- Managing and maintaining relationships with local dealers and end customers in 20 countries, ensuring the profitability of relations and seamless communication throughout the region.
- Coordinating with contracted agencies responsible for distributing marketing materials within the Porsche Customer Care Program.
- Ensure implementation of CRM processes in goodwill budget, recalls programs, and buybacks
- Review second level escalation cases to be addressed to the CEO/Board of Directors.
- Develop improvement plans for failed KPIs to enhance current customer experience, strengthen customer retention, and increase customer loyalty towards the brand.
- Creating and improving the Customer Relationship Centre's training materials, email communication templates, assist the operations department with the client program guidelines and other resources.
- Conducted offsite and onsite CRM system/KPI training to dealers and regional offices based on current performance and to increase efficiency within the country management.
- Follow up on improvement plans of dealers to assist the markets to achieve their KPI targets.
- Work collaboratively with Sales, After Sales and Network development teams to develop all CRM, Customer insight, and customer satisfaction in alignment with Porsche strategy.
- Handling sales and marketing campaigns through a CRM system, identifying targeted customer segmentation and reporting efficiency through reviewing sales funnel, and conversion ratios
- Point of contact between Porsche headquarters and local dealers/service providers to address escalated technical issues.

FEB 2016 – FEB 2017

Senior Customer Relation Advisor/Apple

Employed by Teleperformance

- Addressing customer concerns concerning sales and after-sales enquires.
- Participating in sales campaigns by collecting feedback and trending issues.
- Improved customers' references by writing and maintaining documentation.
- Onsite visits to Apple retail stores to enhance customer engagement.
- Accommodated client disabilities by recommending devices and techniques.
- Handling legal challenges by monitoring compliance with service agreements.
- Identifying reoccurring issues and provided support in determining root causes, tracked the progress of incidents and service desk requests, and documenting all incidents.
- Updated job knowledge by participating in educational opportunities
- Accomplished information systems and organization mission by completing related results

JAN 2015 – FEB 2016

Team Manager/Bell Canada

Employed by Sutherland Global Services

- Managing an 18-member team and ensure high performance and meeting all KPIs in place.
- Established and maintained communication with clients and team members.
- Ensuring the delivery of workforce-related KPIs such as attrition, staffing, and hiring.
- Monitoring customer interaction and delivering written and verbal feedback.
- Attending meetings with the QA team to discuss business strategic objectives and QA update.
- Interpreting data to identify weaknesses and trends to control and improve customer experience.
- Implementing and refining agents training and coaching initiatives to bridge skills gaps.

JAN 2012 – JAN 2015

Subject Matter Expert/Bell Canada

Employed by Sutherland Global Services

- Troubleshooting including interpretation, research, and resolution of technical problems.
- Conducted callbacks for advanced technical troubleshooting and ensuring client satisfaction.
- Handled escalated tickets as well as questions from our Tier 1 support staff.
- Participated in customer and client listening programs to identify customer needs and expectations.
- Continuously worked to provide service excellence on every call inbound or outbound, resulting in high customer satisfaction scores.
- Trained and up skilled consultants on new or existing processes to enhance resolution.
- Implemented upselling strategies to assist the sales team in achieving their targets.
- Initiated FCR process and supervised process rollout to increase interactions efficiency

JUL 2011 – NOV 2012

Freelancer Content Writer and Translator/Upwork

Self-Employed

- Document translation of the following languages (Arabic, English, Spanish, and French)
- Research topics and prepare structured drafts to cover website tree in multiple languages.
- Update website content as needed, and review ads and website traffic.
- Editing and reviewing eBooks before publishing.

Education

JUL 2011

Bachelor of Arts French Literature/Alexandria University, Egypt

JUL 2007

General Certificate of Secondary Education /Girard High School, Egypt

Languages

- Arabic – Native • French – Fluent • English – Fluent • Spanish – Intermediate

Certificates

- Centre Cultural Français Delf **2004**
- Senghor University Formation Permanente : Standards et Logiciels Libres **2007**
- Cervantes Institute Spanish Course Level A2.3 **2008**
- C@P Expert training | Porsche Passion Report basic training **2017**
- Porsche efficient Sales training | Porsche System Landscape training **2017**

References

Provided upon request