

Yasmin El Sayed Sharaf

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Profile

Dynamic customer centric leader with more than 15 years' experience, driving strategic partnerships with Government and commercial entities through translating customer challenges to opportunities and managing Governmental accounts/relationships.

Leading a dedicated team of Customer and Logistics Service Representatives providing effective and efficient customer service to all internal and external customers by utilizing excellent, in-depth knowledge of supply chain, customer service and last mile deliverables.

Key Skills & Abilities

- **Logistics** Managing Logistics Programs with solid customer-oriented deliverables to improve Last Mile process.
- **Strategic Planning** Business development and implementation of new SLA's & KPI's for Last Mile deliveries and Contact Center Team.
- **Contact Center and Customer Care** Manage contact center employees – inbound and outboard calls.
- **Quality Management** Develop Quality plan, conduct quality assurance checks and implement controls.
- **Development & Training** Coach and train new customer service agents (complete product knowledge, customer service skills, telemarketing & telephone techniques) Onboarding of new joiners to the organization.

Key Programs Delivered

- **Contact Center Setup** – Onboarding of 40 agents for a new setup and launch of a new contact center.
- **Courier Management System (CMS)** - Launching and development throughout the program life cycle.
- **Government Initiates / ICP** (Federal Authority for identity, citizenship, customs & port security) - Project Involvement from tendering process until project award and go live.
- **Government Initiates / MOE** (Ministry of Education)
Educational Books and devices delivery process across the UAE Emirates.
- **Government Initiates / Seha** (Abu Dhabi Health Services Company)
Setup and distribution of pharmaceuticals initiated during pandemic period.
- **E-Commerce Projects** launch business –to – business, business-to-customer for commercial entities.
- **Digital Transformation** Transforming customer communication channels using digital platforms.
- **Process re-Engineering** re-engineering the subscription process by enhancing the existing systems to improve customer experience and resolving customer challenges.
- **Subscriptions** Launching of The National Newspaper subscriber enrolments.

Certificates & Trainings

- BSC , Chemical Engineering – Alexandria University, Egypt
- BSCM -APICS - Supply Chain Management
- PMI –ACP – Agile PM
- CM - Certified Manager
- Customer Service Excellence

Professional Experience

Logistics Manager | Tawzea Logistics & Distribution services Est. | AD Media Subsidiary
Oct 2021 – Till Date | Reporting to Tawzea Executive Director

Key Responsibilities

- Plan growing business opportunities through tendering and onboarding new accounts.
- Managing Governmental and Commercial sector accounts with effective reporting.
- Lead full order cycle by directing, optimizing, and coordinating with internal and external stakeholders.
- Manage continues improvement activities to optimize last mile process.
- Reengineering processes through analyzing data and recommending changes to C-level Management to ensure process optimization and cost reduction where applicable.
- Provide requirements ensuring clear and detailed business requirement are captured.
- Decide on feature prioritization in each Sprint as a Product Owner.
- Define appropriate operating model for each account on boarded.
- Manage remediation to all issues and risks.
- Member of UPP Procurement Committee.
- Member of Projects Committee.

Head - Customer Relationship Manager | Tawzea Logistics & Distribution services Est.
Jan 2016 – Till Date | Reporting to Tawzea Executive Director

Key Responsibilities

- Manage team to 40 customer service agents with key focus of meeting customer service efficiency and quality standards.
- Manage Customer service section operation in accordance with company policies and procedures.
- Maintain and conduct quality control and checks to ensure maintaining satisfaction records.
- Resolving customer challenges on timely manner effectively.
- Plan and Manage subscription campaigns held by clients.
- Plan services and campaigns for existing Customers based on market study and customer requirements.
- Support business development executives in opening new accounts and upgrading customer existing services.
- Conduct staffs' performance review, identifying training requirement, scheduling training session, and documenting general reports on individual performance.
- Implement career and development plan along with the staff to ensure achieving targets.
- Member of Tawzea- Marketing Committee.
- Member of UPP - Job Violations Committee.

Customer Service Team Leader | Abu Dhabi Media**Jan 2009 – Dec 2015****| Reporting to Ad Media Distribution Head****Key Responsibilities:**

- Working with a team of 15 customer service agent across UAE Emirates.
- Accountable for more than 90,000 individual and corporate accounts.
- Plan services and offers for existing customers based on sales reports, and business requirements.
- Plan and Manage subscription campaigns held by Abu Dhabi Media and third-party publications.
- Ensure customer records and related communications are maintained as per policy.
- Resolving customer challenges on timely manner effectively.
- Maintain Conduct quality control and checks to ensure maintaining satisfaction records.
- Review the staffs' performance, determining training requirement, scheduling training session, and documenting general reports on individual performance.
- Implement career and development plan along with the team to ensure exceeding targets.
- Implemented call center operating procedures startup, KPI's, flowchart and processes.

Other Career Roles :

Jun 2008	Dec2008	Customer Service Team Leader Assistant	Abu Dhabi Media
Mar 2008	Jun 2008	Customer Service Agent	Abu Dhabi Media
Dec 2006	Apr 2008	Academic Tutor (Chemistry – Science – Mathematics)	Freelancer – Abu Dhabi
Aug 2006	Dec 2006	Training Coordinator	Al Mansour Training Center – Alexandria – Egypt