



NOORA ABDUL RAHMAN

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Sharjah, United Arab Emirates

OBJECTIVE:

Obtain a challenging leadership position applying creative problem solving and lean management skills with a growing company to achieve optimum utilization of its resources and maximum profits.

SUMMARY:

Senior entrepreneurial executive with more than 13 years of experience managing the daily business operations, including overseeing all aspects of production, planning, inventory, receiving and process development and improvement.

Supervising multiple teams of employees while maintaining work schedules and updating procedures and policies. Performing as a senior management executive personnel in operations, customer service administrative, retention, billing & collection at the district, regional, and corporate level for both start-up and established direct-broadcast satellite company.

Strong leader with motivational management style and reputation for building and retaining highly motivated Production team, Sales team, Retention Representatives, Finance & Operations in multimedia TV entertainment organization.

Results-oriented achiever with excellent track record for identifying opportunities for accelerated growth.

CAREER HIGHLIGHTS:

OSN Orbit Showtime Network

Jan 2008 – Current

is a TV & Entertainment direct-broadcasting satellite provider serving the Middle East and North Africa (MENA Region)

- ❖ Billing & Collection Manager
- ❖ Retention Manager
- ❖ Customer Service Admin Manager
- ❖ Senior Sales Operation Administrator
- ❖ Retention Advisor
- ❖ Billing & Collection Advisor



BELHASA Driving Center

Mar 2006 – Jan 2008

is a reputed one-stop driving school that offers short learning durations higher success rate.

- ❖ Senior Customer Service Admin & Training Scheduler
- ❖ Customer Service Executive



PROFESSIONAL EXPERIENCE:

Billing & Collection Manager, OSN.....2017 - Current

- Directly reporting to Head of dept. (Director)
- Providing all the billing & collection, churn reports including manual collections on daily basis as well as monthly summary reports.
- Keeping a track and assuring the monthly target are achieved.
- Tracking daily billing and collection automated batch.
- In-charge of supervising staffs for collection.
- Processing email requests from Customer Service dept., Commercial Admin dept. and Finance dept. for manual collections & billing related issues.
- Dealing with Finance dept. and submitting daily reports.
- Analyzing and filtering out the rejected payments through run batch.
- Generate and analyze reports from COGNOS and ICC.
- Checking transaction history on ICC and IBS.
- Processing POS manual collection for rejected online payment.
- Handling and analyzing expired credit cards data on monthly basis.
- Sending bulk SMS as a notification/ reminder to customers regarding the credit card expiration to update the valid expiry date.
- Posting cash & POS collection to customers account.
- Locate and monitor overdue accounts, using computers and a variety of automated systems.
- Direct dealing with banks and credit card authorization.
- Blocking/ unblocking & blacklisting the credit cards in our system as per bank's request.
- Billing, cash collection and cash reconciliation.

Retention Manager, OSN.....2014 - 2017

- Leading and managing a team of 18 Retention advisors handling incoming, outgoing calls to achieve net churn target.
- Conduct training plans and briefing sessions related to Business Processes, Soft skills, Product and Technical Knowledge.
- Lead, motivate and manage a cohesive and effective team (including succession planning) in order to provide and maintain a high performance culture.
- Assessment schemes and regular consultation with business managers and human resources department.
- Ensuring that team churn targets / service levels are met or exceeded. Also ensure that KPI's are met through monitoring: call quality, adherence to rosters, retention and productivity and skills level, ensuring that my team has excellent product knowledge.
- Design and run motivational incentives on a daily /weekly and monthly basis to encourage the team to do more transactions.
- Budget planning for the retention department - support function.

Churn Management / Customer Experience:

- Analyze the churn by reason and market and make recommendation that will reduce and prevent customers from churning.
- Managing the churn Performance of core and emerging market. (UAE, QAT, BHR, OMN, JOR, SUD, LIB, IRQ, LEB, PAL and YEM)
- Monitoring and influencing the key functions that has direct and indirect impact over the customer lifecycle.
- Monitoring progress/ effectiveness of initiatives through ongoing analysis. Working with data scientists to design and develop statistical analyses for proactive retention efforts. Participating in ongoing decisions concerning the retention team.
- Supporting in launching and operating the Proactive Retention Function.
- Corporate with the finance, business updates and the "partner deals" in charge to come up with relevant offer/ campaigns to empower the B&C process.
- Margining the relation with the sales channel (dealer and direct sales) and together plan and manage the churn performance.

- Expanding Retention operational execution to include automated services, different method of payments, and building a cross functional team.

Customer Communication Management:

- Handling the retention marketing activities and assure a better coverage for the retention promotions / offers.
- Coordinate with the online marketing team to create relevant mailer to any offer / campaign.
- Track the success / feedback for each marketing campaign (*through inbound, customer's reply, manual calls*)
- Designed and implemented the monthly communications plan through SMS, mailer, IVR.
- Managed the interactive SMS projected to give the customers the voice to reach us and be part of the decision making process.
- Continuously planned and implemented the call script of the day-to-day function and for the AD hoc project.
- Worked closely with the marketing research to prepare the discussion guide for the focus groups and on phone surveys.

Customer Service Admin Manager, OSN

2013 - 2014

Planning & Organization:

- Create new reports that help identity system or user errors.
- Ensure all existing set of reports are checked daily.
- Liaise with other departments on system issues & errors.
- Ensure the smooth functioning of the system in relation with IT/IS, Business Rules (Rectifications of billing rules related errors that cause no invoicing).
- Measuring Daily Team Report with related to their Performance, Aux, Work orders, Activations and Make Sure they meet the Business requirements.
- Ensure that daily reports are been sent out to management by COB.
- Ensure Staffing is met with the Business need.
- Ensure pending work orders the COB clears Reports.

Financial Excellence (budgets, revenue/profit and costs):

- Oversee billings, credit adjustments and refunds (Dealers, Customers/ Direct sales) on a Daily/Monthly basis.
- Analyze errors and take corrective actions to resolve these errors in a timely manner.
- Worked with cross-functional teams (*Business update, Finance, Sales, Dealer teams in resolving financial and revenue related issues*).
- Perform revenue analysis, calculations and reporting on Daily / Monthly / Annually basis.
- Assist in identifying any significant errors from the daily regular process or any procedure default in order to take appropriate actions on time.
- Analyze additional revenue reports that are sent across from finance revenue team.

Customer Excellence (internal/external customer engagement and relationship management):

- Process customer payments and invoices in a timely manner.
- Rectifications of system and user errors to avoid bad customer experience. (E-Cash System)
- Provide adequate information to team members to assist in resolving billing issue.
- Ensure good relations are established and maintained with all internal departments.
- Ensure all requests on E-Cash system are done in timely manner.
- Report issues with E-Cash to ensure smooth operations.

People Excellence (internal/external customer engagement and relationship management)

- Train and educate users on new processes and procedures and develop best working practices.
- Support team members by providing guidance to help them with their daily tasks.
- Ensure that tasks are completed in a correct way, deadlines are met and results are achieved.
- Demonstrate good work ethics and be a role model to all team members.
- Adhere to all relevant company guidelines and make sure all team members are operating in accordance.

- Continuously develop own skills by attending all required training courses and maintaining an up to date knowledge of products, services, systems and work processes.
- Ensure Individual agents performances are in guideline and meet the business requirements.
- Have a healthy environment where the team is met with expectation.

Frameworks, boundaries and decision-making authority

- Organizing and managing deadlines to ensure maximum business satisfaction and timely resolving of complaints.
- Formulating short-term & long-term operational strategies to increase the productivity through efficiency and effectiveness.

Senior Sales Operation Administrator, OSN.....2011 – 2013

- Ensuring that all individuals in the team and the team itself consistently meet/exceed all specified objectives.
- Improving and maintaining the quality of data integrity by coaching, monitoring, developing motivating and reviewing individuals and team performance.
- Building and maintaining healthy business relations, ensuring maximum customer satisfaction.
- Acquiring feedback on local distributors, installers & sales advisors and also managing continuous projects within the department providing regular updates to the management whilst adhering to all other deadlines and accountabilities.
- Performing one to one sessions with each team member to review performance and setting monthly objectives.
- Assisting on day-to-day operational tasks.
- Providing guidance and advice on contingency plans and processes.
- Regular communication with team members to share knowledge, ideas and best practices.
- Reviewing internal systems, procedures and processes to ensure resource and operational efficiency.
- Analyzing email and service quality data to determine operational trends and provide solutions to improve process, service and quality.
- Ensuring regular reports on productivity, service and quality performances against targets are shared with all business support employees.
- Researching, promoting and implementing new program, quality, service and employee satisfaction initiatives in order to achieve business support and network quality and employee satisfaction and attrition targets.
- Collaborating with training and resource planning departments to implement program initiatives. Ensure training programs are delivered and put into effect and feedback provided on program success.
- Interpreting information received from senior management and communicates to the operation, thereby ensuring that up to date information on products and services is always available.

Retention Advisor, SHOWTIME.....2009 - 2011

- Managing the data distribution on daily basis to retention agents.
- Handling dialer process, upload data and managing campaigns in need.
- Assisting the agents through ICC to resolve their system errors.
- Cancellation retains, renewals, reconnections and reinstatements for subscription.
- Giving training for the new agent about the system, work process & business roll.
- Reply and fix all the errors from the sales managers and reported to ICC team.
- Assisting the manager & team manager when they required an update on something.
- Working on active customers & churn data.

- Attend to various customer enquiries.
- Communicate to subscribers on promotions, offers and payment status.
- Resolve customer's complaints immediately and provide one-step service.
- Ensure that all calls are attended professionally and in a timely manner.
- Provide feedback to the management on customer complaints.
- Work in a team to ensure the department KPIs are achieved.
- Ensure all the system and telephone updates are done.
- Achieving monthly target & consecutively.
- Making outbound and inbound calls. *(Billings)*

Billing & Collection Advisor, SHOWTIME *2008 - 2009*

- Receiving inbound and outbound billing calls.
- Confer with customers by telephone to determine reasons for overdue payments and to review the terms of service.
- In-charge of explaining the customer bill cycling.
- Handling customer's issues (Billing, FT, Technical, Upgrade, Downgrade).
- Advice customers of necessary actions and strategies for debt repayment.
- Retaining the customers and activating disconnected subscription.
- Negotiate credit card extensions when necessary.
- Required to reach the monthly target and KPI.
- Achieving monthly target.

Senior Customer Service Admin & Training Scheduler, **BELHASA DRIVING CENTER** *Mar 2006 – Jan 2008*

- Responsible for staff's good conduct, proper grooming and roster management.
- Interviewing candidates for various positions and training new customer service staff.
- Supervisor to Customer Service Administration and a fleet of 36 Driving Instructors.
- Providing high level of Customer Service to a diverse clientele.
- Registering diplomatic clients, and providing their queries
- Maintaining RTA (Dubai Traffic Dept.) files and all the paperwork involved with it.
- General front desk operations.

Customer Service Executive, BELHASA DRIVING CENTER *Mar 2006 – Jan 2008*

- Handling registration of walking customers & corporate clients.
- Providing right information about RTA's rules & regulation.
- File registration for new driving license permit from RTA.
- Calling and following up with customers pending file.
- Answering inquiries over the phone & walking customers.

AWARDS & ACHIEVEMENT EVENTS:

- ✓ Awarded for Employee of the Year 2015 (Orbit Showtime Network MENA Region)
- ✓ Awarded for Best Performance, Commitment & Achievement 2011 (OSN)
- ✓ Certificate of Appreciation in Monthly Highest Achiever 2011 (OSN)
- ✓ Certificate of Appreciation in Monthly Highest Achiever 2008, 2009 & 2010 (SHOWTIME)
- ✓ Certificate & Awarded for Best Idea for Sales & Business Development 2008 (SHOWTIME)

CAREER ACHIEVEMENT FOR VOCATIONAL TRAINING:

- ✓ Certificate of MS Office Package
- ✓ Certificate of Advance MS Excel
- ✓ Certificate of Quality Service Workshop
- ✓ Certificate of Customer Service Workshop
- ✓ Certificate of Communication Workshop
- ✓ Certificate of Effective Team Building
- ✓ Certificate of Product Knowledge
- ✓ Certificate of Listening & Team Management Skills
- ✓ Certificate of First Aid Training Workshop
- ✓ UAE Driving License: SHJ D/L No.487578 Issued on 13/12/2010 - 12/12/2020

EDUCATIONAL & PROFESSIONAL DEVELOPMENT

- + Master of Business Administration **MBA 2017**, Himalayan University (Major in Marketing)
- + Bachelor of Business Administration **BBA 2010**, The American University (Major in Business Administration)
- + Higher Secondary Certificate 2006, Sharjah Islamic Higher Secondary School

COMPUTER COMPETENCIES:

- Analytics
- Microsoft Office (Words, Excel, Outlook, OneNote, SharePoint, Word Access, PowerPoint)
- Advance MS Excel
- COGNOS, IBS, ICC, B2B, UNIFY etc.
- Email Communication
- Social Media
- Spreadsheets
- Data Visualization

LINGUISTIC ABILITIES *(Fluent)*

1. English
2. Arabic
3. Urdu
4. Hindi

SKILLS & INTERESTS:

- Good business sense
- Strong communications skills, both writing and verbally
- Self-motivated
- Team-work
- Positive attitude
- Good negotiation skills and persuasiveness
- Presentation confidence Initiative and enterprise
- An effective leader

- Trustworthy and discretion
- Master of Conference (MC)
- A smart appearance and professional manner
- Networking and meeting new people

PERSONAL INFORMATION:

NAME: **NOORA ABDUL RAHMAN**

GENDER: **FEMALE**

MARITAL STATUS: **SINGLE**

DATE of BIRTH: **3rd DEC, 1987**

PLACE of BIRTH: **SHARJAH, U.A.E.**

PRESENT ADDRESS: **AL GHAPHIYA, SHJ**

EMAIL ID: **NOORA.ABDULRAHMAN@OUTLOOK.COM**

U.A.E. VISA STATUS: **EMPLOYMENT VISA** (*Transferable*)

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(Letters of reference available upon request)