

Tahseen Farhat

Senior Operations Manager

Address: Beirut, Lebanon | **Phone:** +961 70848650

Email: tahseen.farhat.22@gmail.com | **Nationality:** Lebanese

Summary

A dedicated and professional Operations Manager with 8+ years of experience in managing high-performing sales teams within the dynamic environment of a leading TV shopping channel in Dubai. Proven record of enhancing team productivity and efficiency by developing targeted sales strategies and performance-based incentives. Adept at overseeing large teams of up to 100 sales agents, ensuring optimal sales performance and continuous improvement through hands-on training and comprehensive process optimization. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Senior Operations Manager – 04/2024 to Present

xTeL, Dubai, UAE

- Develop and implement operational strategies that align with the company's goals and objectives.
- Analyze and optimize lead generation processes to maximize efficiency and productivity.
- Lead, mentor, and manage a team of operations professionals, including sales development representatives, lead researchers, and data analysts.
- Set clear performance expectations, conduct regular performance reviews, and provide feedback to team members.
- Track and analyze key performance indicators (KPIs) to evaluate the effectiveness of lead generation efforts.
- Prepare and present regular performance reports to the executive team, identifying areas for improvement and growth opportunities.
- Streamline and improve operational processes, including lead sourcing, qualification, and handover to the sales team.
- Oversee client onboarding processes and ensure a seamless experience for new clients.
- Manage relationships with key clients, providing regular updates and addressing any operational concerns.
- Develop and manage the operational budget, ensuring cost efficiency and effective allocation of resources.
- Ensure the accuracy, completeness, and quality of data generated and maintained in the CRM and other systems.
- Ensure compliance with industry regulations, data privacy laws, and company policies.

Call Center Manager – 01/2022 to 04/2024

Citruss TV, Riyadh, Saudi Arabia

- Directly lead, train, and manage 7 team leaders, overseeing their daily activities and ensuring alignment with organizational sales goals
- Spearhead big data preparation and segmentation initiatives to enhance retargeting efforts and improve team effectiveness in achieving higher conversion rates
- Generate detailed daily, weekly, monthly, and yearly reports and analyses covering all business indicators at both agent and team leader levels
- Analyze daily performance indicators and customer behavior to accurately forecast sales and adapt strategies accordingly
- Establish and continually refine processes to ensure efficient data management and smooth operations within the call center
- Vigilantly monitor and control daily sales trends and team performance to ensure sales targets are consistently met and exceeded
- Design and administer effective performance-based incentive programs that align with the company's objectives and foster a high-performance culture
- Ensure the delivery of high-quality customer service across all interactions.
- Manage the call center budget, controlling costs while maintaining service quality.

Call Center Supervisor – 05/2019 to 12/2021

Citruss TV, Riyadh, Saudi Arabia

- Oversaw daily operations for 20 sales agents, with responsibilities expanding to managing 100 agents, including promoting and supporting new team leaders
- Supervised overall sales performance and implemented process enhancements to maximize efficiency, while establishing and monitoring daily, weekly, and monthly sales targets
- Conducted comprehensive system and sales training for new hires and continuously mentored existing team members to boost productivity and service quality
- Set up and adjusted sales machinery and systems to meet specific operational requirements and achieve optimal performance
- Generated detailed sales and calling reports, analyzed data, and presented findings to senior management to inform strategic decisions
- Performed data extraction and analysis using advanced Excel functions to guide sales strategies and team distribution

Senior Team Leader (Call Center) – 09/2018 to 05/2019

Citruss TV, Riyadh, Saudi Arabia

- Identified issues, analyzed information, and solved problems effectively to maintain service standards and customer satisfaction
- Performed duties in accordance with all applicable standards, ensuring consistent quality and adherence to company policies
- Managed the incoming queue of calls to align with available manpower, optimizing response times and customer service efficiency
- Set comprehensive schedules for the entire Inbound team to meet call volume estimates and ensure seamless operation
- Prepared daily targets based on products aired live on TV, aligning team objectives with current marketing and sales strategies

Sales & Customer Care Representative – 09/2016 to 09/2018

Citruss TV, Riyadh, Saudi Arabia

- Opened new accounts by documenting personal and address details, ensuring accurate data entry and customer record maintenance
- Provided customer care services through incoming calls, understanding customer issues, and resolving them efficiently to ensure satisfaction
- Informed customers about available products and services, persuading them to place orders by highlighting benefits and features
- Engaged in cross-selling and up-selling during initial customer interactions to maximize sales and enhance the overall customer purchasing experience

Enumerator – 09/2017 to 12/2017

UNICEF (Caritas Lebanon), Beirut, Lebanon

Floor Salesman – 03/2014 to 01/2015

MOUSTACHE, Beirut, Lebanon

Education

Bachelor's degree in Economics & Business – 2017

American University of Science & Technology, Beirut, Lebanon

Achievements

Creating the Outbound Function as the first of its type in the company – 2019 to Present

Top 1 Sales Function in the main Ramadan event of 2022: 35% sales contribution from total company sales – 2022

Top 1 Sales Team Leader in the main event of Saudi National Day – 2021

Expanding the Outbound team from 10 to 100 total employees – 2019 to 2021

Top Performer Reward provided internally by the higher management – 2020

Top 1 Sales Agent in the main event of Saudi National Day – 2018
Best Improvement Sales reward in the second month of being an agent in CitrusTV – 2016

Skills & Expertise

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| <ul style="list-style-type: none">• Leadership• Team Management• Communication• Problem Solving• Performance Management• Strategic Planning• Data Analysis• Sales Forecasting | <ul style="list-style-type: none">• Employee Training• Selling Techniques & Strategies• Microsoft Office• Process Improvement• Conflict Resolution• Time Management• KPIs• Data Analysis |
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Languages

Arabic: Native | **English:** Fluent