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| ***ROSE ANN ALEXANDRIA CASIPIT*** |

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|  | ***Professional Summary***   * Crafted and created a Customer Journey for the company. * Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements * Consistently developing areas of improvements for sales skills and staff management procedures positively impacting overall sales productivity * Developed a comprehensive Sales Skills Capsule and Next Best Action training. * Chosen for team lead on developing, designing Customer Journey for year 2019 and 2020. * Experienced and dynamic corporate trainer with excellent communication, management and team-building skills. * Demonstrated an ability to create, design, develop and implement a variety of training programs for multiple purposes. * Comfortable working in any industry with groups of all sizes. * Trainer gifted at teaching and motivating people in areas such as sales, product knowledge, technology, quality control and more. * Showed the ability to work under intense pressure. * Proven track record at improving job performance. Can work   either in-house or travel to deliver intensive short-term training to  employees.   * Seasoned trainer with experience in training sales teams and   managers needing to acquire product knowledge and soft skills  training.   * Expertise at developing training materials and helping businesses   pinpoint areas where training would be most valuable. Effective team leader and able to develop rapport with employees and client in a short time.   * A passionate professional with almost 11 years of experience in sales and customer experience. * Promoted as Supervisor after 1 year of being a sales staff and after a year to Retail Development trainer into Senior Trainer in Etisalat. * Certified Trainer (Train the Trainer) by United Kingdom Accreditation Service (UKAS). * Equipped with Group Training Techniques and Retail Selling Technique   ***Work History***  Etisalat - Retail Development Trainer  Dubai, Dubai  *01/2016 – 06/2022*  **Product & Service Sales:**   * Tailor the sales training delivery to the stores in your area based on the store lowest sales achievements products * Support the new joiners with the required hands-on experience during the shadowing period in your area. * Deliver on the job training for the retail staff where you blend knowledge with practical interactions * Ensure that all staff are educated about the sales stander's techniques and Customer Experience Journey.   **Customer Experience**:   * Conduct a lot of role plays to cover all the expected situations, angry customers, emergency situations, crowded floor with QMS not working, team members dissatisfaction. * Coach the low performer staff to lift up their performance in customer journey implementation * Deliver on the Job training in how to get the maximum benefits from the available touch points inside the new store. * Demonstrate the role Modeling for the service standards during the on-job training   **Operation Activities:**   * Maintain performance tracker sheet for the staff in your area. * Report the staff of your area performance in monthly bases related to (Experience, Sales and operation) * Deliver the action plans you have implemented with the measured impact on performance (Success stories) in improving individuals and teams. * Deliver the standard operation guidelines to the staff applying (Learning by Doing techniques) * Track all the new changes in retail, related to all operation aspects in daily bases through the existing communication channels and announced training (non-stoppable routine)   **Key Accomplishments:**   * Produced newly hired staff equipped with knowledge, skills and having the right attitude. * Developedstrategictrainingmaterialsthathelpretailstoresacrossthe emirates to boost the sales, increased the satisfaction rate of the customer and lift the knowledge of the staff. * Designed creative training tools to support retention of products and sales skills learned. * Conducted needs assessment, design, implementation, and evaluation of employee training, management development programs, and sales programs. * Created workshops and training sessions for executive leadership centered on developing employees, career succession and continued coaching success. * Trained all levels of staff in retail (Area Manager, Store Manager, Duty Manager, Front line staff) all over UAE in terms of Product Knowledge, System, Soft Skills and Customer service. * Managed20+newlyhiredpersoninatrainingthroughInduction Program.     **Etisalat** - **Senior Sales Executive**  **Business Center, Al Ain**  *04/2016 - 01/2018*   * Establishing new business to the customer * Demonstration and presenting products that suits to the customer’s profile. * Negotiating contracts and packages available Aiming to achieve monthly and annual targets Reviewing sales performance * Maintaining accurate records of each customer,   **Telstra International Philippines Inc** - **Customer Experience Quality Analyst** Pasay, NCR *06/2015 - 04/2016*   * Evaluate calls and providing feedbacks enhancing the quality of the calls * Analyze customers verbatim to determine the reason that impacts customer's experience. * Making informed decisions that enhance process better and implement coaching initiatives to improve areas of organization that are having an impact to organizations performance * Asses’ agents' performance/behavior that led to customer's satisfaction.   **Telstra International Philippines Inc** - **Senior Customer Service Representative** Pasay, NCR *05/2014 - 06/2015*   * + Handle customer technical and account issues with their phones and services.   + Provide Quality Customer Service.   **Verizon Business (Verizon Communications Philippines Incorporated)** - **Technical Support Representative** Makati, NCR *01/2013 - 02/2014*   * Handle customer technical and account issues with their phones and internet services. * Handled POTS (Local Phone Service Repair), Get Connected (On Boarding Customers), Billing and Sales Issues. * Provide Quality Customer Service.   **GM Cars Philippines** - **Customer Service Representative 2**  Manila, NCR *04/2012 - 12/2012*   * Assisted customer with their GM cars inquiry (Warranty information, Car Availability, Dealership assistance.   **Boost Mobile Philippines** - **Customer Service Representative**  Manila, NCR *12/2009 - 12/2012*   * Handle customer technical and account issues with their phones and services. * Provide Quality Customer Service. |  |  | roseannalexandria@gmail.com 054-333-4233 Al Falah , AbuDhabi  ***Skills***   * Training & Development Skills * Business Soft Skills (Time Management, Presentation Skills, Negotiation Skills, Sales, Customer Care, Business Administration). * Communication Skills * Customer Experience Analyst * Leadership & Interpersonal Skills   ***Education***  September 2021 – Present  **Anglia Ruskin University - Online**  London, UK  Business Administration  2019  **AMA Online University**  Manila, Philippines  Human Resources Management Certification  2009  Lyceum-Northwestern University  Dagupan, Pangasinan  Information Technology  ***Accomplishments***   * Exceeded retail sales goals by an average of 150% every quarter from 2016 - 2018. * Multiple Monthly Excellence Award as Sales Executive from 2016-2018 * Supervisedteamof32salesstaff members. * Maintaineda95%satisfactionratingfor Mystery Shopper and Compliance results. * Scheduled and staffed coaching sessions for retail sales * Developed a comprehensive Sales Skills Capsule & NBA Training * Multiple Monthly excellent award as Retail Development Trainer from 2018 to present.   ***Certifications***   * MATCH Basic, Advanced and Expert Selling Framework * Training Development and Presentation Skills * Instructional Design and Content Development * Human Resource Management   . |  |

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