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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.com054-333-4233Al 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, UKBusiness Administration2019**AMA Online University**Manila, PhilippinesHuman Resources Management Certification2009Lyceum-Northwestern UniversityDagupan, PangasinanInformation 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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