

Yasir Ahmed

Manager Customer Experience & Project Management

PROTON PAKISTAN - SYBRID (Lakson Group) - Ufone (Etisalat Group)

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SKILLSET & MANAGEMENT PROFILE

I am a result-oriented professional and have over two decades of professional and diversified experience in Project Management, Contact Center Management, Service Quality, Work Force Management, Hiring and Training in the field of the customer service industry from Telecom and BPO. Well-versed in performance analysis, human resource management, designing KPIs, forecasting and trend analysis. Managed the Customer Experience & Contact Centers including BPO operations for well known companies which include Ufone , PIA , KE , ADAMJEE , KIA MOTORS , SANOFI, UNILEVER,PTCL

Key Responsibilities handled

- ✓ Responsible for planning and overseeing projects within an organization, from the initial ideation through to completion.
- ✓ Defining resource requirements and managing resource availability & allocation – both internal and third party & as per client requirements
- ✓ Ensuring the KPIs are exceeding the agreed SLAs and process fair above client expectations.
- ✓ Providing fact based VOC analysis / Reports & presentation to management & client to improve overall performance.
- ✓ Managing the relationship and communication with the client and all stakeholders, ensuring the project is delivered to their satisfaction.
- ✓ Tracking project and providing regular reports on project status to project team and key stakeholders
- ✓ Leading 24x7 contact center. and service quality for improved customer experience quality and enhancing customer experience at every interaction.
- ✓ Conduct Trainings & TNAs with fact based analysis.

PROFESSIONAL EXPERIENCE

Manager Operations

Customer Experience & Dealer Development

Proton Pakistan – Al-Haj Automotive Pvt Ltd

August 2022 till November 2022



- Built the complete structure of customer experience center including social media channel for customer interactions which include whatsapp, chat support & live contact center.
- Ensure to achieve all agreed SLAs of Sales & after sales are achieved through customer engagement team.
- Interaction with all Pakistan Dealers regarding sales & surveys.
- Monitoring of new sales & customer feedback through Contact Center CRM
- Ensure a complete understanding towards team on targeted areas of sales.
- Ensure customer & dealers feedback to optimum level.
- Coordination with Sales-admin & after sales team for customer concerns.
- Meet the customer's needs to ensure customer loyalty and satisfaction.

Assistant Manager Operations
Contact Center & Project Management
Sybrid Pvt Limited – Lakson Group of Companies
March 2021 till July 2022



- Plan & develop the Projects assigned by the management.
- Engagement with New clients for their onboarding process / development of their CRM & ODMS
- Ensure to achieve all agreed Operational SLAs
- Hiring of technical resources as per defined projects
- To ensure services UP Time as per agreed SLAs with the help of Support departments
- Manage & assigning workforce of 200 Plus resources for different Skill sets.
- Provision of technical, objective and goal oriented support to the Team Leaders / Supervisors.
- Ensure a complete understanding towards team on client targeted areas.
- Enhances campaign reputation by accepting ownership for accomplishing new and different requests of client or management
- Exploring opportunities to add value to job accomplishments through different reports
- Ensure that all internal and external reports shared by concern team timely and accurately
- Setting and meeting performance targets for speed, efficiency and quality.
- Manage & monitor customer experience feedback through different channels.

Floor Supervisor Contact Centre & BPO
UFONE GSM –PAK TELECOM MOBILE LTD.
May 2009 – March 2021



To act as a focal point by leading and guiding CSE's in attaining their daily & Monthly KPI's. Handling BPO services for Ufone.

- To remain abreast on all current policies, procedures, promotions, products, and value added services offered by the company and handle all internal & external customers in accordance with the established Customer Handling Standards and Operating Procedures.
- To manage a service oriented environment and provide sustainable floor supervision based on the policies while keeping team updated via refresher sessions & team meets.
- Floor supervisions maintaining Service Level & Queues
- Root cause analysis by different cisco reports & to manage real time queues.
- To resolve escalated customer service issues, and follow up with customers.
- Responsible for achieving high customer satisfaction through high quality services & ensuring unit meets / exceeds the KPIs
- Manage the workforce of different skillset as per client requirement
- Forecasting & planning for upcoming events as per requirements.
- Monitoring the Service Levels & NPS / FCR through reports.

Quality Standardization & Training
UFONE GSM –PAK TELECOM MOBILE LTD.
Jan 2007 – Date May 2009

- To maintain & ensure all the team players are well equipped with Service Quality, Process
- Providing fact based VOC analysis / Reports & presentation to management to improve overall quality of service.
- Run Process improvement initiatives based on feedback received from agents
- Standardizing quality procedures and ensure implementation across all the Centers
- Identifying TNA and conduct operational trainings to improve customer's satisfaction
- Plan and implement the training programs, policies and procedure.
- Conduct Pre shifts & post shifts session as per evaluation & findings over customer experience.

Team Leader Contact Centre

*Paktel/ Instaphone(Zong)Oct
2006 – Dec 2006*



- Identify operational, performances and training issues; create development plans for corrective actions work with supervisory and training teams to ensure that quality standards are met
- Heading a Team of 22 Call Center Agents to deliver the operational targets.
- Group Observations and Counseling with Call Center Agents.
- Various Audit Reports e.g. (work code audit, work station audit etc
- Preparing ABU, Weekly & Friday reports
- Floor Supervisions.

Contact Centre Correspondence Executive

*Paktel/ Instaphone(Zong)Jan
2003 – Oct 2006*

- Analysis on Work Code and reporting to Top Management
- Complaint Analysis & forwarding to concern team for resolution
- Preparing Daily Hot issues

Training & Applied work

- ✓ Black Berry Certification Program successfully completed the Nine Topics/Papers of BlackBerry Support Professional T1 v4.1+BIS (BCSP141BIS)
- ✓ 6 – HATS (Edward Debono)
- ✓ 7 – Habits of Highly Effective People (Steven Covey).
- ✓ OCAT (One customer at a time)
- ✓ Leader 4 Ever, Golden Blue Group
- ✓ Smart Phone Training Program (SPFO)- Mercurial minds

QUALIFICATION

University of Karachi
Bachelor of Arts
DOB : 18th May-1984
Married with 3 Beautiful Kids

Karachi, Pakistan
December 2007