

## CONTACT

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LOCATION  
karachi, Pakistan

## PROFESSIONAL SKILLS

- Consumer Experience
- Customer Experience
- Exceptional Writing skills
- Zopim for Chats
- Adaptive conflict and troubleshooting abilities
- Result Oriented
- FCR Approach
- Feedbacks via CSAT
- Feedbacks via NPS
- Trainer
- Data Driven
- Team Management
- Analysis via Performance Metrics

## TECHNICAL SKILLS

- MS Word, Excel, Power Point
- Shopify, Magento, Fishry, Tango, CRM
- ERP – CRM

## INTERPERSONAL SKILLS

- Leadership
- Teamwork
- Verbal & Written Communication
- Effective time management
- Problem-solving

## LANGUAGES

English, Urdu, Hindko, Punjabi

# USAMA AKRAM

CUSTOMER EXPERIENCE / QA / OPERATIONS / SCM / HRM / L&D

## PROFILE

Results-driven professional with 7+ years of experience in customer service, quality assurance, and learning and development. Proven track record of success in increasing customer satisfaction, optimizing expenses, and developing and delivering training programs. Expertise in Shopify and Magento. Looking forward to contributing my leadership, team management, excellent communication skills and experience to the company.

## EXPERIENCE

- WAADA Digital Private Limited - MIC** **2022-2023**  
**Assistant Manager Quality Assurance**
- Increased customer satisfaction on NPS scale from 1 to 4 on a scale of 5
  - Implemented hourly utilization metrics for QA agents, ensuring accurate and reliable call data
  - Optimized QA processes, reducing turnaround time by 20%
  - Led a team of 36 QA agents, providing coaching and development
  - Generated Training Needs Assessments (TNAs).
  - Provided real-time feedback to the sales team, positively impacting performance, from 3-4 sales a day per agent to 15.
  - Increased daily sales from 2,900 to 10,000+ and raised average daily sales to 15/agent.
  - Conducted daily, weekly, and monthly data analysis shared with management.
- Muller & Phipps Express Logistics** **2022-2022**  
**Assistant Manager - Operations**
- Ensured timely processing of General Heavy Material and timely departures of vehicles for all locations.
  - Ensured proper loading and unloading of material, and proper positioning of shipments inside vehicles to avoid damage complaints.
  - Improved P&L 10% by 2022 by optimizing expenses
  - Introduced Mini-Hubs in Karachi, increasing the efficiency of SDO's - Service Delivery Officers and reducing lost and found by 50%
  - Delivered 7 Orientation sessions nationwide along with M-Raabta training.
  - Remained integral part of Spotlight events and prepared content along with internal and external interview sessions for annual Spotlight magazine 2.0.
- TCS Private Limited** **2016-2021**  
**Team Lead Contact Center & Customer Services**
- Led customer services and contact center with a team of 150 Service Ambassadors, responsible for recruitment, talent acquisition, training/ learning and development for a 24/7 contact center.
  - Successfully trained and managed over 800 employees in operations, logistics, fleet, products and services, routing of shipments, main area locations, etymology, and stations.
  - Provided expertise in Shopify and Magento for TCS Sentiments and Yayvo.com, respectively.
  - Contributed expertise in designer and textile brands for Studio by TCS, with customized solutions for customers synchronized with the Shopify ERP portal.

## EDUCATION

- PAF-KIET** **2014**  
**Bachelors of Business Administration in Marketing**  
Courses: Supply Chain Management, Advertising and Research, Digital Marketing, Industrial Marketing