

Customer Experience, Operations, and Project Management

Specializing in building and leading global teams dedicated to streamlining operations, driving customer success and delivering outstanding business results.

A highly accomplished and result-driven professional with experience in operations and quality management, customer success/experience management, churn management, and project management. Skilled in developing and executing projects to dramatically improve customer satisfaction and manage costs by leveraging technology. Instrumental in designing and executing training programs to maximize the speed of employee development, accelerating employee engagement and satisfaction. Committed to enabling customer success and satisfaction, and the know-how to deliver. A rational intuitive thinker, skilled at developing efficient processes, solutions, and streamlining activities. A goal-oriented leader with a calm, friendly, and even-keeled demeanour contributing to the success of customers, employees, and cross-functional teams.

Areas of Expertise

- Operations Management
- Quality Assurance
- Team Leadership & Training
- Market Research
- Customer Success Management
- Stakeholder Management
- Process Improvement
- Churn Management
- Project Management
- Strategic Planning & Implementation
- Complex Problem Resolution
- Customer Experience Management

Career Experience

Vardot [Web Development Agency], Jordan

12/2021 – Present

Customer Success and Customer Support Manager, Global

Oversee website enhancements of 92 websites, managing all change requests and bug fixes, and providing end-to-end management and maintenance of all applications while leading global, cross-functional teams in areas of program development, execution, and customer success. Administer all the change requests and new developments for Vardot's clients including the coordination of the acceptance of all changes and new developments until production. Steer efforts to handle level 1, level 2, and level 3 types of support requests promptly while leading the support team. Track project activities, resolve issues, generate reports, and make recommendations, including reporting, and designing KPIs and dashboards to monitor performance for internal and external use.

- Drove business growth by building and sustaining positive and productive working relationships with clients while reviewing customer complaints and concerns to improve the customer experience.
- Made substantial contributions to designing, deploying, and improving the framework and different work processes according to international standards.
- Successfully managed new projects from inception to completion, including requirements collection, getting the client's approval, coordinating with the design team, planning tasks for the developers, monitoring the testing cycle, and quality control.
- Spearheaded the deployment process, from backlog scheduling, tasks planning and execution, pre- and post-deployment QA testing, deployment planning and scheduling, and client communication.
- Resolved customer complaints promptly by analysing customer needs and prioritising requests in alignment with proper SLA and urgency of the task.

Estarta Solutions [Cisco], Jordan

8/2020 – 11/2021

Head of Operations - Cloud Service Support for America & India

Oversaw day-to-day operations of the company with 100+ employees, including delivering the team metrics, SLAs, and KPIs, developing and presenting budgeting forecasts for the program as well as formulating and presenting weekly, monthly, and quarterly based reviews of the business for stakeholders. Managed workload, including distributing among personnel according to staff expertise, and implementing cutting-edge case management strategies. Served as a central point of connection between technical and business perspectives of customer engagements.

- Engaged, developed and retained top talents in a high-performance team by using superior team motivation and management skills.
- Successfully managed escalations and minimised customer churn to improve end-to-end customer experience.

- Achieved maximum customer satisfaction rate by coaching and mentoring the CSE team as well as monitoring daily activities in an efficient manner.

Webhelp Jordan [Apple], Jordan
Quality & Training Operations Manager

4/2019 – 8/2020

Led efforts to improve customer satisfaction by conducting site and program level analysis, including analysing team, LOB, and site-level data, finding areas of opportunity, and addressing through effective action plans while maintaining high-quality standards across all cluster sites and working globally. Actively participated in quality business review meetings and language performance review meetings with the client as well as in MBR meetings at the regional level. Analyzed the result, detected deviations, mitigated risks, and established plans for recovery and time-to-target. Provided strategic leadership and direction to direct reports by following up on direct reports and support functions, including development and career planning for direct reports (Quality Coaches & Instructors). Oversaw process compliance and control towards COPC, CCSR, or other internal guidelines.

- Achieved or exceeded contracted, internal or COPC targets by driving quality performance (CSAT & Critical attributes).
- Attained and sustained better customer experience by digging deeper into customer satisfaction surveys, and customer feedback and providing feedback accordingly as well as developing and implementing innovative processes.
- Elevated target adherence or efficiency by continually evaluating and implementing improvement to quality processes.
- Ensured alignment of actions and focus while working collaboratively with the global operations team.
- Led the development and implementation of new methods to measure training speed to proficiency.

Additional Experience

Senior Marketing Leader, Orange Jordan [France Telecom Group], Jordan, 10/2018 – 4/2019

Consumer Marketing Retention Sr. Officer, Umniah Jordan [Batelco Telecom Group], Jordan, 4/2018 – 9/2018

Mobile Broadband Sr. Officer - Product Owner, Umniah Jordan [Batelco Telecom Group], Jordan, 5/2017 – 4/2018

Team Leader, Umniah Jordan [Batelco Telecom Group], Jordan, 10/2013 – 5/2017

Education

Global MBA

University of Bedfordshire, UK

Bachelor in Applied English

University of Jordan

Certifications

Project Management Professional (PMP – PMI)

COPC Implementation Leader, COPC. Inc

SAS Visual Analytics

Certified Marketing Manager/Diploma (Qualify from British Council)

Digital Marketing

Training_ TOT certificate, Dale Carnegie

High-impact presentation skills (Certified by the University of California)

Emotional intelligence (Certified by the University of California)

The Communication & Interpersonal Skills Program, Business EYE (Training & Consulting) UK

Technical Proficiencies

Audit_ COPC, SAS Visual Analytics, Tableau, Zendesk, Jira, Oracle (CRM), TeleOpti, Opsgenie, Grafana, Hubspot, Speechlog, Microsoft Office: Excel and PowerPoint (advanced level)