

Nourhan Ashraf Fathy (MBA - International Business Administration)

26-B Mustafa Safwat St. Helwan, Cairo

Executive summary

I am truly passionate about my work and always eager to learn more about my job. While I enjoy all aspects of my job, I think my favorite stage of a project is working with the client or business unit leader to understand his/her business objectives.

As we go through that collaborative process, the ideas start to flow and that's always the fun part.

Also, I've succeeded in building strong teams, effective processes, Lunching accounts, creating training plans and developing people.

Within my Different Roles, I worked directly with different markets in EMEA for the customer experience enhancement, performance management and Customer satisfaction.

Education Qualifications

Master of Business Administration (MBA) at Sadat Academy for management Sciences.

Date of completion: 2020

• **Major**: International Business Administration.

• Minor: Human Resources.

Sadat Academy for Management Sciences

September 2013

International Business Administration

Graduated in 2017

GPA: 3.5

Hafiz Ibrahim Language School

Cairo, Helwan

September1998-June 2013

Related Course Work

English course at Berlitz Language Center

Work Experience

Call center executive at HSBC

3/2021-6/2021

- Manage large amounts of inbound calls in a timely manner.
- Seize opportunities to up sell products.
- Supporting credit cards inquiries.

Content Manager

- POC (point of contact) with clients of EMEA region.
- Write and edit training content, playbooks and job aids based on current business rules, operational processes and compliance updates.
- Create and maintain scripts and saved replies for Uber Riders teams, working closely with marketing.
- Create and edit process logic content that works on a global level.
- Use data to lead content audits and rewrites.
- Works closely with instructional designers and trainers to develop and update training curriculum.
- Use data to lead content audits and rewrites.
- Interpret and analyze metrics to determine content success.

Acting as Supervisor at Majorel Company:

10/2019-11/2019

- Responsible for maintaining high quality service.
- Follow communication procedures, guidelines and polices.
- Identify and assess customers' needs to achieve their satisfaction (C-SAT).
- Set quality and mis-escalated plan with the client to achieve the goals.

8/2019-9/2019

Operations Team leader:

- Checks the team performances on a daily bases and track it.
- Focus on the team results and coach them.
- Manage their attendance and adherence.
- Close monitoring AHT, ACW and hold.
- Set clear expectations to make them productive, to know what they are working towards.
- Motivate them to have a good environment and make them productive.

5/2018-7/2019

SMEs' Team Leader:

- POC in regards to training, support knowledge, new processes & queues implementation across EMEA and SSA.
- Created and enhance the support process to insure the reference-based knowledge over the personbased knowledge.

- Launched two new queues in the account as a Trainer/SME/Knowledge Lead to build up the process for each queue then delivered it to Ops. Management.
- Attended meetings with the client's Com. Ops. Managers to maintain the knowledge flow in old and new queues.
- Created trackers and brought different data analyses to build up the new knowledge base for new queues.
- Managing the team performance and their numbers to be the real manifestation of the support process while expanding the team to cover new scopes, new queues and new support channels.

SME at ECCO Outsourcing Company-Guess account (UK):

1/2018-4/2018

- Helping the CSRs to provide the customers with the best service
- Validating information with the CSRs based on the KBs.
- Handling the escalated calls.

Key Strengths

Languages:

- Arabic (Mother Tongue).
- English (Fluent).

Technical skills

Technically proficient in Microsoft Word, Excel, and Power Point.

Interpersonal skills

- Strong verbal and written Communication skills.
- Organizing and planning.
- Teamwork.
- Problem solving.
- Perseverance and motivation.
- Ability to work under pressure.
- Confidence.
- Adaptability.
- Creativity.
- Excellent interpersonal skills, demonstrated by communicating with clients, colleagues on the daily basis.