

Dear Hiring Manager,

In today's customer experience-oriented society, timely, friendly, proactive service is sought to enhance future business growth. Employee and Customer loyalty are always impacted when you employ the right service to represent you when assisting your valued employees and customers.

My long term experience in the service industry, Strategy & Business Development, as well as, Project Management has taught me how to meet and exceed each customer's expectations with service that sells! And also will assist me in meeting employees' expectations. I have assisted all types of customers in all types of settings. I realize that acquiring and maintaining loyal repeat business as well as spreading the word of our business through these loyal patrons is of the utmost importance in every company.

Positioning an organization for better exposure and greater marketability is a task that I have performed with success many times.

Also, I am an Experienced Leader who achieves ongoing success with teams by building morale, maintaining teams' self-confidence and training them to build the sale and delivering an outstanding level of Customer Satisfaction by improving their people skills.

It would be a pleasure to interview with you and I look forward to hearing from you soon.

Very Sincerely,

Mohamed Shoaib

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Mohamed Shoaib

Personal Data

Nationality: Egyptian
Date of birth: 30th of January 1980
Place of Birth: Giza / Egypt
Marital Status: Married
Military Service: Exempted

Education

Faculty of Commerce, Cairo
Bachelor of Accounting, February 2004

Professional Experience

October 2021 and currently – iSON Experiences Global (Cairo – Egypt)

(Head of Business Development)

Duties & Responsibilities:

- Develop Business Development Strategy, Manage and ensure its Proper execution
- Update & maintain regularly a solid pipeline combining all business opportunities of prospects from targeted segments/verticals to achieve company's Targeted Revenue & Market Share.
- Develop a sales contact/communication plan includes and not limited to cold-calling, direct marketing, and attending industry events to build relationships with key prospects
- Manage Responding to incoming Requests for Information (RFIs), Requests for Proposals (RFPs) in a professional and creative manner
- Understand a prospect's business needs and develop a tailored Customer Life Cycle Management proposal using all relevant BPO products and solutions, drawing on expert internal resource as required
- Work closely with colleagues in "iSON Global" Business Development & Solutions Teams to identify common new business prospects and cross-sell integrated search and affiliate proposition
- Represent "iSON Experiences Egypt" at industry events, including round tables, speaking forums and new business events
- Work closely with Marketing Team to identify appropriate go to market messaging for specific business sectors



March 2015 – June 2021 – Contact Centers Company (JV. STC & Startek)
(Riyadh – Saudi Arabia)

(Strategy & Business Development Director)

450+ Million SAR Revenue achieved in 6 Years (2015 till 2021). Company's Clientele increased by 600+% in 6 Years..

Duties & Responsibilities:

- Develop Business Development Strategy, Manage and ensure its Proper execution
- Work with BD Team and develop the current prospect database within specified business sectors to generate effective leads & exceed sales targets for the business
- Develop a sales contact/communication plan includes and not limited to cold-calling, direct marketing, and attending industry events to build relationships with key prospects
- Manage Responding to incoming Requests for Information (RFIs), Requests for Proposals (RFPs) in a professional and creative manner
- Understand a prospect's business needs and develop a tailored Customer Life Cycle Management proposal using all relevant BPO products and solutions, drawing on expert internal resource as required
- Work closely with colleagues in "Startek" Business Development & Solutions Teams & "STC" Business Development & Solutions Teams to identify common new business prospects and cross-sell integrated search and affiliate proposition
- Represent "Contact Centers Company" at industry events, including round tables, speaking forums and new business events
- Work closely with Marketing Team to identify appropriate go to market messaging for specific business sectors



May 2013 till Feb. 2015 - EMC2
(Cairo Customer Support Technician Sr. Manager)

Duties & Responsibilities:

- Manages individual contributors and supervisors within CST Department. Provides technical problem support, management, resolution and communication as appropriate. Performs other related duties as assigned. EMC Proven Professional Certification desired.
- Accountable for scheduling, work plans, technical direction, staffing, and performance management/development of employees in assigned areas.
- Collaborates with other managers, internally and externally, to influence and ensure that assigned technical support area is meeting internal and external needs, operating efficiently, cost effectively and acquiring appropriate information to meet customer needs and generate accurate reports. Role does not require a high degree of on-site customer contact.
- Ensures that technical support programs are current with regard to upgrades, new product releases, trends, practices and cost.
- Accountable for operational results in terms of group and department performance standards/metrics, customer satisfaction and budget/expenses. Manages the coordination, implementation, administration and execution of technical support programs, personnel, communications, projects, products, performance metrics/standards, as well as strategic policies and directives for assigned areas. Requires complete fundamental knowledge and awareness of goals and objectives. May participate in short and long term planning for assigned area.
- Identifies issues, provides input and makes recommendations regarding Technical Support programs, tools, projects, products, process, metrics, standards and customers. Ensures that all issues are escalated in accordance with policy and procedures.
- Manages the activities of a group or department of individual contributors and/or supervisors responsible for providing on-site/remote support in resolving customer issues when problems have been escalated and the first line product support in the field has failed to identify or fix equipment or software issues. Provides customer support for moderately complex technical issues and problems



December 2010 till May 2013 (Sutherland Egypt)

Senior Manager for AT&T Consumer Channel Project (USA-West Region & South West Region)

- **Project Capacity & Structure: 2 Operation Managers (As my Direct Report)**. Each one is managing **7 Supervisors**. And each supervisor is responsible for **15-20 Agents**. With a **Total Headcount of 252**.
- Within the guidelines that provide the Program Manager Core job, set appropriate Operational KPIs to support the delivery of Customer Service levels and Quality Telephone Inbound & Outbound Standards, while maintaining - at the same time – the targeted Sales goals aligned with AT&T Global Standards.
- Active Communication with the Client (AT&T) through a daily, Weekly & Monthly conferences & Reviews to ensure the full alignment of the program operations along with the policies & procedures provided by the client. And instantly take the necessary actions to mitigate any obstacles & correct any deviations once occurred. While keeping an open & active communication channel with the client all through.
- Own & manage all project plans that assigned for AT&T Program in Egypt. And make sure that the project plan is timely aligned with the client agreement. While ensuring the targeted standard of Quality is met in each & every phase during the implementation till completion.
- Successful Implementation accomplished of the South West Region Project Plan
- Insure implementing all the required actions to deliver the targeted Sales & Revenue for AT&T. And to maintain delivering the targeted Sutherland financial targets (Revenue, Seat Utilization, Contribution Margin) through proactively manage the weekly financial tracker & provide to Finance (Local & Global) Team all the required inputs to manage & update all the financial factors related to the program.
- Customer Touch Points are: Inbound Calls, Outbound Calls, Internal transfers from other AT&T Departments handling Customer Service all related issues along with any Billing, Technical Support & Sales requests.
- Communicate and integrate KPI requirements into Operation Manager's & Team Manager's goals and actively monitor and measure the delivery against them.
- In conjunction with the Global Operations, COPS Planning Team and Customer Operations' performance team take the outputs of the people resource and schedule forecasting and ensure that the inbound contact center teams at Sutherland Egypt continue to be efficiently resourced and managed to deliver against the targeted KPIs.
- Proactively escalate and/or manage any operational challenges that may impact on the successful delivery of KPIs, offering suggestion and recommendation around requirements and ensuring risk is mitigated
- Where appropriate, engage with the Quality Assurance Team (Locally & Globally) to ensure that the quality standards & CR!FT Score for AT&T are being consistently delivered using NPS Score System Methodology and identify opportunity to minimize or mitigate poor quality output from the teams.
- Proactively engage with Training Team & Recruitment Team to ensure the acceptable standard to the newly joined candidates & implement any required

changes in Ramp Plan & Training Course Map to ensure the readiness of the new calibers to perform within the targeted Program KPIs.

- Ensure a weekly Calibration Sessions between Local & Global Quality Assurance Teams. And another one with the client Coach.
- Effectively manage Absenteeism & Attrition to meet the global standards.
- A queue focused and is highly responsive to the real-time requirements (adherence) of the queue so as to meet service level targets.
- Hold a weekly performance reviews with my direct reports. And another one with the Coaches & their Subject Matter Experts.
- Perform a Daily & weekly performance review with AT&T Coach & AT&T Region Manager to ensure the alignment in service delivery & commit any new – future action plans required to meet the client expectation & to fill in any GAP Closure that might occur.
- Perform a 1 x 1:1 per month per direct report using a standard On Target Feedback Methodology
- Create and maintain an environment that motivates and encourages individuals and teams to be the best that they can be and share knowledge and experience, that is AT&T values-aligned and foster personal accountability that matched with Sutherland Global Values.
- Assist and foster high levels of communication within the team & insure the team spirit presence among them.
- Support team member's development through the effective utilization of Sutherland's development framework & through delivering the Global Leadership & Interpersonal Skills Programs. And use it also as a motivation tool to the top performers.
- Make sure that all the resources are ideally utilize to meet the targeted Revenue & Contribution Margin while delivering acceptable Qualitative results across all the Campaigns in the Project.



December 2007 till December 2010 (Teleperformance Egypt)
Sr. Business Unit Manager for Vodafone Project

- **Project Capacity: 3 Assistant Call Center Managers (As my Direct Report).** Each one is managing **5 Supervisors**. And each supervisor is responsible for **15 Agents**. With a **Total Headcount of 243**.
- Within the guidelines provided the Business Unit Manager Core job, set appropriate Operational KPIs to support the delivery of Customer Service levels and Quality Telephone Inbound & Outbound Standards.
- Customer Touch Points are: Inbound Calls, Outbound Calls handling Customer Service all related issues along with any Billing, Technical Support, Sales requests and Data Entry too.
- Communicate and integrate KPI requirements into Team Manager's goals and actively monitor and measure the delivery against them.

- In conjunction with the Work Force Planning Manager and Customer Operations' performance team take the outputs of the people resource and schedule forecasting and ensure that the inbound contact center teams at Teleperformance Egypt continue to be efficiently resourced and managed to deliver against the KPIs.
- Proactively escalate and/or manage any operational challenges that may impact on the successful delivery of KPIs, offering suggestion and recommendation around requirements and ensuring risk is mitigated
- Where appropriate, engage with the Quality Manager to ensure that the quality standards are being consistently delivered and identify opportunity to minimize or mitigate poor quality output from teams.
- Effectively manage absenteeism.
- A queue focused and is highly responsive to the real-time requirements (adherence) of the queue so as to meet service level targets.
- Provide regular performance reviews.
- 1 x 1:1 per month per direct report
- Create and maintain an environment that motivates and encourages individuals and teams to be the best that they can be and share knowledge and experience, that is Vodafone values-aligned and foster personal accountability that matched with Teleperformance Values.
- Assist and foster high levels of communication within the team.
- Support team member's development through the effective utilization of Teleperformance' s development framework.

Make sure that all the resources are ideally utilize to meet the targeted Revenue & GM while delivering acceptable Qualitative results across all the Campaigns in the Project.



December 2007 – June2008 (Teleperformance Egypt)
Assistant Call Center Manager for Citibank Project

The key purpose of this role is to define and deliver an operational plan that creates, develops and supports a high performing team that provides an exceptional sales outcome meet Citi Bank targeted outcome regarding its products (Credit Cards & Loans)

- Within the guidelines provided the Manager Core job, set appropriate Operational KPIs to support the delivery of Sales process and Quality Telephone Outbound Standards.
- Communicate and integrate KPI requirements into Team Manager's goals and actively monitor and measure the delivery against them.
- Proactively escalate and/or manage any operational challenges that may impact on the successful delivery of KPIs, offering suggestion and recommendation around requirements and ensuring risk is mitigated
- Where appropriate, engage with the Quality Supervisor to ensure that the quality standards are being consistently delivered and identify opportunity to minimize or mitigate poor quality output from teams.
- Build a high performance team culture.
- Maintain an appropriate balance, and successfully deliver against, all KPIs including but not limited to; SPH, Quality, CCH, and retention.
- Develop high call quality levels through effective monitoring, support and coaching of team members.
- Effectively manage performance issues within the team through the effective utilization of Teleperformance performance improvement framework.

- Effectively manage absenteeism.
- Provide regular performance reviews.
- Actively identify and develop high potentials and successors
- Create and maintain an environment that motivates and encourages individuals and teams to be the best that they can be and share knowledge and experience
- Assist and foster high levels of communication within the team.
- Support team member's development through the effective utilization of tele performance's development framework.
- Make sure that all the resources are ideally utilize to meet the targeted Revenue & GM while delivering acceptable Qualitative results across all the Campaigns in the Project.



February 2004 - August 2007 (Vodafone Egypt)
Customer Operation Supervisor (High & Medium Segment)

- Management responsibility for up to 15 Employee including another 30-support agent (Outsourcing).
- Improve customer satisfaction & retention and identify revenue generating opportunities
- Reduce cost to manage by migrating work on line(first call resolution), improving external customer knowledge & processes and internal working practices & relationships
- Communicate proactively with customers to enhance the relationship, manage issues and enhance customer's loyalty with Vodafone.
- Managing the day-to-day quality and productivity of the Enterprise account management teams. This includes achievement of target service levels as well as other KPIs e.g. Call Centre Tracker/CDI.
- Achieve/Exceed Queue / Transaction service levels.
- Ensuring efficient and effective achievement of targeted service levels in all relevant queues as well as off-board tasks.
- Develop and sustain productive customer relationships; creating and executing plans and solutions in collaboration with the customer.
- Receive & handle escalated calls transferred from other COPS areas related to Enterprise accounts.
- Identifying areas for improvement, which reflect on customer satisfaction through process automation, reengineering, enhancements etc...
- Ensuring that the team's performance results are achieved according to the set goals with regards to productivity, quality and teams' adherence.
- To ensure that the team results are meeting the predefined goals in terms of quality and productivity.
- Coordinate best practice within and across teams and communicates performance standards.
- Responsible for managing relationships with Vodafone Egypt Enterprise authorized through day-to-day contact and handling complex and uncommon procedures.
- Ensuring that a high level of quality appraisals is provided to the entire team. Also, ensuring that job descriptions are updated and communicated to all team members.

- Coordinating work flows throughout all the areas of the Customer Operations, IT, marketing, and project management.
- Facilitate and implement projects of the department and manage assigned projects.
- Recognize team members for their contribution to the department and motivate them to reach the best level of performance and stress on strong points to enhance them.
- Contributing to the interviewing and hiring process of agents.
- Setting performance agreements according to different employee segments.
- Evaluate the individual agent performance according to the performance agreement and the whole department performance to assure meeting the service level for every task.



orange™

March 2003 - September 2003

Customer Operation Representative (MobiNil – Orange currently)

- Handling Calls.
- Training & developing new call center team members as I was the 1st Representative who was responsible to train any new Induction on Problem Solving & Trouble Shooting.
- Responsible for at least ten to fifteen team members in my team as I was a delegated Call Center Supervisor on my team during my Supervisor's Absence.
- Responsible for achieving the Meridian thresholds set by the call center management.
- Printing reports that help analyze, evaluate customers and representative attitude and behavior.
- Trained to work under stress.
- Experienced on all GSM basics.
- Acquainted to computer applications used in customer service field.
- Experienced in trouble shooting technical problems of handsets.
- Experienced in team building activities and recognition programs.
- Experienced with crises management.
- Conducting training sessions on any new product including Q & A as I was a member in Consistency Committee in Customer Operation Department.



VISION

March 2002 - February 2003

Marketing Executive (Vision).

- Responsible of coordination with our Vendors in: Layouts, Adds...etc in terms of Final Design and Targeted Message. Also with our customers in deals for any Advertising tools.



February 1999 - February 2002

Marketing Coordinator (Raya Distribution- Protech Nokia)

Responsible of distributing POS materials on our dealers & TKA (Trade Key Accounts) & coordinating with our vendors to make sure that Marketing tools (TV and Radio Adds, News Paper and Magazines Adds, T-Pools and Uni-Polls, Light Boxes & Cylinders ...etc.) are delivering the desired Message that we are aiming. And I was responsible for managing our existence in any Event (Mobil Fair, Ramadan Tents, Summer Events...etc.) and I was responsible also of coordination with our Vendors in: Layouts, Adds...etc. in terms of Final Design and Targeted Message. Also with our customers in deals regarding any Advertising tools.

**Certificates &
Training Courses**

- How to Hire Right (AUC - EMC)
- Managing Challenges (EMC)
- Management Foundation (EMC)
- Six Sigma Green Belt
- EBC*L European Business Competence License
- EBC*L European Business Competence License Certified Trainer (Level A)
- Basic Managerial Skills for New or Prospective Managers (EICG)
- Interpersonal Skills (AUC 2006)
- Interpersonal Skills (IMI – European Management Centre)
- Customer Care Certification (Innovative Group, Inc./Pompano Beach, Florida-USA)
- Communicating in Group (Business Edge)
- Customer Care Training Program (IMI - European Management Centre)
- Inbound Management (Teleperformance Institute)
- Outbound Management (Teleperformance Institute)
- 7 Habits of Highly Effective People (Franklin Covey)
- Crucial Conversations (Vital Smart)
- Great Leadership (Franklin Covey)
- Customer Care Training program (Vodafone- Egypt)
- Fundamental Management Training (Vodafone- Egypt)
- Achieving Exceptional Customer Relations (Vodafone- Egypt)
- Caring Responses & Creating Positive Outcome (Vodafone- Egypt)
- Reducing Stress & Extra Ordinary Customer Relations (Vodafone- Egypt)
- Interviewing Workshop (Vodafone- Egypt)
- Foundation of Customer Relation (Vodafone- Egypt)
- Managing Your Call Center (Vodafone- Egypt)
- Effective meeting skills (Vodafone- Egypt)
- Crisis Management (Vodafone- Egypt)
- Incoming Calls Management (ICMI institute)
- Supervisory Excellence (Vodafone- Egypt)
- Project management (Vodafone- Egypt)
- Management Excellency (Vodafone- Egypt)
- Management by Influence (Vodafone- Egypt)
- Emotional intelligence (Vodafone- Egypt)
- Business awareness course (Vodafone- Egypt)
- Presentation skills course (Vodafone- Egypt)
- Next Best Activity course (Vodafone- Egypt)

- The voice of leadership (Vodafone- Egypt)
- The Call Center School (TCCS) training course for CS Managers and Supervisors (Vodafone- Egypt).
- Finance for Non-Financial Training Course (Vodafone- Egypt).
- Communicating in Group (Business Edge)

Languages

Arabic – Mother Tongue

English – Fluent

Interests & Activities

Fishing, Traveling, Swimming, Music, Safari, and making new friends.

Qualifications

Summary

Highly self-motivated and goal oriented professional committed to pursuing a long-term career in Marketing and Customer Care and training. Professional experienced working in fast-paced environments demanding strong organizational, technical, and interpersonal skills. Trustworthy, ethical, and discreet, committed to superior customer service. Confident in interactions with individuals at all levels. Detail-oriented and resourceful and ability to follow through with projects from inception to completion, able to multi-task effectively. Capabilities include:

- Customer Service & relations
- Problem Solving
- Strong Analytical
- Customer insight oriented
- Awareness of Marketing Activities & Concepts
- Ability to compose initiatives positively
- Working under pressure
- Proved ability to quickly learn and apply new technologies
- Exceptionally well organized
- An Excellent Trainer

References

To be furnished upon request.