



Ghousia Fatima

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JLT, Dubai, United Arab Emirates.

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Profile

Over 10 years of experience in customer service, sales and facilities management with leading organizations. Demonstrate strong communication and ability to establish rapport with the management and the Customers. Having analytical approach towards resolving issues and delivering results. A Team player with an Optimistic "Can Do" attitude.

Key Competencies and Skills

Customer Service	Sales and business development
Facilities Management	Ms Office Team
management	ERP Systems Debt
Collection	Retentions

CORPORATE AFFILIATIONS

Operations & Facility Manager (Dubai – UAE)

January 2015 – December 2020

Regus Group PLC / IWG

As the community Manager I am the heart of my business centre. I own our customer experience and all operational functions of the facility, serve as the primary backup for the Area Manager including (as needed) conducting Customer needs analysis meetings, and taking customers on tours.

Operations:

- Highly experienced operations professional leading a team of 4 and managing 3 centers with a proven track record of exceptional customer service exceeding clients' expectations.
- Achieved 100% in the external standard audits in all my locations.
- Resolving operational challenges faced by team members at other locations and providing off-site training for new staff in Tbilisi, Jordan and on centre opening / closing activities, as well as daily operational procedures.
- Monitor day to day operations of the centre, by overseeing and managing the centre team ensuring the center is Always up to our company's standards and "SHOWREADY".
- Reducing bad debt, and lowered operating costs, thereby contributing toward achieving quarterly goals.
- Handle customer concerns, coordinating questions through to prompt resolution with the Global Service Centre team on behalf of the customers.
- Making Cold calls as required to generate leads, converting into opportunities.
- Preparing and submitting various reports, presentations and implementing strategic plans to increase sales and boost overall revenue of the business centre, which includes office and other allied products. Without compromising in quality of service.
- Holding Regular community events in the business centre.
- Aiding teams in understanding where key IT issues lie and supporting them in the timely resolution of the issue.
- Efficiently handle sales, renewals and up-selling opportunities to increase occupancy and revenues in various segments of the business centre. Assisting area managers in closing deals in Dubai, Sharjah and Ajman.
- Actively promote our services, providing added value solutions to customers. Handle successfully renewals and expansions.
- Generate new sales by showcasing the centre to potential customers and asking in house customers for referrals and approaching brokers and business setup companies.
- Handle billing and debt collection and ensure timely payments.
- Used ERP based applications for bookings, billings and collections.

Customer Service:

- Providing exceptional service to the clients by ensuring the day to day needs of customers are fulfilled.
- Build and maintain valuable relationship with customers. Retain existing customers in own community.
- Handled corporate accounts and drive customer retention through great service and focused Customer engagement.
- Ensuring all our Associates provide all customers with the 'Regus Experience' whether short term or long term clients.
- Responsible for 95% customer satisfaction through NPS surveys on a monthly basis for newly on boarded clients as well as existing clients.
- Evaluating client feedback and working on the improvement of operational practices to ensure increasing customer satisfaction
- Instrumental in organizing various events such as product launch, business networking event, monthly Breakfast /Hi-Tea get together with clients, seminars and corporate lunch.

Employee Relations:

- Leading the teams through conflict resolution and constructive criticism while motivating them to adhere to standards.
- Organizing weekly team huddles to discuss progress and developments, action plans, and areas for improvement.
- Trained customer service team and help them overcoming operations issues. Managed, motivated the business centre teams of the cluster.
- Taking ownership of the induction process and training the new joiners through mentorship.
- Conducting employee appraisals, highlighting achievements during the year and clearly outlining KPIs for the year ahead.

Suppliers & Maintenance:

- Handled NCO processes for the Expo Business Centre (Sharjah), and followed up with suppliers and contractors for completion of work orders as per schedule.
- Negotiated better rates with service provider (Du/Etisalat) for better rates, and spearheaded the process of negotiating similar rates for other centers.
- Obtaining, analyzing and approving quotes from contractors for AMCs and SLA's, looking after any maintenance issues to see that affected local centers are taken care of in a timely manner.
- Handled all procurement related matters and Issuing LPO's to registered vendors for the miscellaneous stock required in the business centre.
- Looked after the maintenance of infrastructure such as Data Centre, Central UPS, and HVAC and fire sprinklers System and ensure readiness and proper functionality.

**Sr. Customer Service Representative
Regus Group Plc/IWG (Hyderabad – India)****March 2012 – December 2014****Responsibilities:**

- Responsible for customer service, administration and facility operations of the business centre and to provide 5 star service to the clients.
- Ensure the day to day needs of clients are fulfilled with regard to offices, meeting rooms, video conferencing and IT related matters. Also ensure client comfort and the retention.
- Partially responsible for increasing revenues in various segments of the business centre income as well as for managing the operational cost of the business centre.
- Works on P&L on a monthly basis with an aim of increase in revenue and reduction in cost.
- Bring forward ideas and seek opportunities to increase the profitability and minimize the Operational cost without compromise on quality.
- Instrumental in organizing various events such as product launch, business networking event, monthly breakfast/Hi-Tea gets together with clients, seminars and corporate lunch.
- Looks after monthly billing and payments ageing and debt collection of client payments.
- Efficiently handles client's renewals using the benefit of good rapport with the clients.
- Close coordination with contractors and vendors for ongoing projects. Handle all procurement related Matters and annual maintenance contracts and SLA's.
- Looks after the maintenance of infrastructure such as Datacenter, Central UPS, HVA and sprinklers System and ensure readiness and proper functionality.
- Uses ERP based applications for bookings, billings and collections.
- Manages, motivates and develops the business centre team.

**Call Centre Executive (Outbound Telesales)
Compumax IT Solutions, Hyderabad- India****June 2010 – January 2011****Responsibilities:**

- Responsible to sell company's various services (website / domain registrations, web designing services, SEO Services
- Providing good customer service throughout the process from selling of a service to delivery.
- Retaining customers through follow-up on renewals and selling add-on services based on their need.
- Responsible for invoicing, payment collections, and allocations.

Call Centre Executive (Inbound Telesales for Financial Services)
TAS Management, Hyderabad- India

May 2009 – March 2010

Responsibilities:

- Responsible to sell company's various financial services based on credit ratings to individuals.
- Based on client's requirement, responsible to suggest suitable products and sell the same.
- Providing good customer services throughout the sales process.
- Responsible for disbursement of the chosen financial products.

TRAININGS & CERTIFICATES •

- Various trainings (Regus Group Plc / IWG) on managing a five star business centre, sales enquiry handling, renewals, Up selling and exceptional customer service.
- Ms Office – Basic Computer Hardware.

ACHIEVEMENTS •

CSR to Sr. CSR – Joined as Customer Service Representative in March 2012 and promoted to Senior CSR within one year in April 2013. Ensured centre readiness is as per standards and ensured payment collections are prompt.

CA to CM – Joined as Community Associate in January 2015 and promoted to Community Manager in February 2018. Trained and coached Sharjah – Ajman teams, Focus on improving collection process, reduced debt, and maintained debt Rollover rate 10%, Increased customer retention and NPS over 90% most of the time.

Sales – Apart from daily operations, also contributed to centre revenue by actively contributing to centre revenue, By selling of all products, apart from up selling additional services after client moved-in.

Recognitions & Awards •

I have been recognized with the India Recognition Award for the quarter (Q3) of 2014 as SR CSR of the quarter for my Contribution for collecting payments and maintaining the Ageing sheet of the centre mostly in Green, and for achieving 15 deals which included Office and other allied products.

ACADEMIC QUALIFICATIONS •

St Georges Grammar School – 2007

Osmania University – B. com (Computers) – 2011 Jawaharlal Nehru University –

MBA (HR & Finance) -2014

PERSONAL DETAILS •

Marital Status: Married Nationality: Indian

Passport Details: Passport No. L6507323, Date of Issue: 02-12-2013; Date of Expiry: 01-12-2023

Languages Known: English, Hindi, and Urdu

Visa Status: Tourist