

# Seyada Alkilani

Service Quality & Governance/Training/Contact Center Management/ Internal Communications



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## EXECUTIVE SUMMARY

Dynamic executive with more than 16-year work experience in banking, service quality, training, auditing, Contact Center, project planning, and customer experience related positions within progressive organizations. Excellent competencies in executing a number of projects simultaneously. Innovative and reliable team leader and team player. Aspiring to work in service quality, auditing, governance Contact center management or training sector.

## PROJECTS

IVR and Phone Banking Project (2010 - 2013)

CRM Re-engineering through Microsoft Dynamics Project (2018 - 2019)

New staff Training and on boarding Program Revamp

## AWARDS

### Best Bank Website Performance

Playing key role in leading *Commercial Bank of Dubai* to achieve this award in Bank benchmarking of 2011 done by *Ethos Consultancy*

### Best Bank in Chat

Playing key role in leading *Commercial Bank of Dubai* to achieve this award in Bank benchmarking of 2016 done by *Ethos Consultancy*

### Appreciation Award

Received an Award in 2015 from Commercial Bank of Dubai for providing a structural information portal for bank staff.

### 2 Ownership Awards

Received 2 Awards in 2019 from *Commercial Bank of Dubai* for achievement in showing ownership and going extra mile to assist customers and enhancing bank procedures.

## CAREER SNAPSHOT

### Unit Head of Quality Assurance & Training

Commercial Bank of Dubai, UAE  
Feb 2015 – May 2020

- Managing a team of quality monitoring specialists/ transaction auditors/ verifiers and trainers.
- Managing calls quality monitoring for Contact Center (inbound/outbound calls), telesales unit, Retention unit, complaints unit and Fraud desk. Call Quality monitoring includes designing evaluation modules, coaching module, MIS, reporting, analysis and highlighting key points for improvement.
- Managing call center Transaction Audit for Call Center high risk service requests
- Managing Telesales and Contact Center service requests verification/approval
- Creating effective SOPs and improving existing ones.
- Playing key role in bank projects including creating Business Documents with the related requirements, creating UAT test cases and conducting testing to ensure correct implementation.
- Creating/managing internal communications including designing new communication portal, coordinating information updates between the front units and product teams.

- Managing/conducting new and existing Telesales, Contact Center and Retention staff training programs including planning training, preparing training modules, training materials, training evaluation, Reporting and feedback.
- Managing new staff on boarding process by coordinating with HR/Outsource agency, short listing candidates, interviewing candidates, selecting them, preparing their system accesses...etc.
- Managing customer service automated survey.
- Managing IVR related announcements/functionalities.
- Managing scripts/templates designing.
- Managing complaints and customer feedback.

**Quality Assurance Team Leader**

Commercial Bank of Dubai, UAE

**Jan 2014 – till Feb 2015**

- Leading a team of quality monitoring specialists and Digital Support officers(handling website emails, Facebook and Live Chat)
- Managing Contact Center calls quality monitoring
- Managing customer service survey
- Performing call monitoring and conducting Feedback sessions
- Spotting staff weaknesses and providing trainings accordingly
- Preparing quality reports for management review
- Coordinating and facilitating call calibration sessions to make sure quality standards are being followed
- Conducting testing for new systems/applications
- Identifying customers' needs and expectations and providing actionable data to various internal support groups as needed
- handling internal communication portal
- Preparing new scripts for new products/campaigns and designing templates for "Website e-mails, Facebook and live chat"

**Contact Center Inbound Team Leader**

Commercial Bank of Dubai, UAE

**Dec 2011 – Dec 2013**

- Handling Contact Center day to day floor activities
- Maintaining contact center SLAs
- Conducting one on one meetings, coaching sessions and shadowing sessions with the team
- Monitoring team members' calls to ensure positive customer experience. Providing direct feedback on observed performance.
- Managing the team target as well as individual target of team members
- Processing contact center as well as branches service requests
- Ensuring team bonding and team interaction
- following up/coordinating with different departments to resolve customer's concerns
- Conducting testing for new systems/applications

**Quality Assurance Specialist**

Commercial Bank of Dubai, UAE

**Jan 2010 – Dec 2011**

- Evaluating contact center agents' calls and preparing monthly reports
- Handling bank web site e-mails independently
- Conducting one on one sessions for coaching purposes
- Conducting weekly training for existing contact center staff
- Preparing product training materials & updating bank products information

**Contact Center Representative**

Commercial Bank of Dubai, UAE

**Feb 2008 – Jan 2010**

- Attend customers' calls, queries, complaints and requests and refers them to the concerned department when necessary
- Handling bank web site e-mails
- Part of a team which handles Elite/Private banking customers team
- Acting as shift supervisor

**Contact Center Representative**

Etisalat Telecommunication  
Corporation

Jan 2007 – Feb 2008

- Provide prompt, efficient and courteous service to customers in the assigned area
- Ensure customers receive prompt attention and service
- Attends to customers' phone calls, queries, complaints and requests

**Translator & Admin Assistant**

Trans Gulf Management Consultants

March 2006 - Jan 2007

- Translating news, articles, editorials (Media), speeches, advertisements related to different fields, some legal documents, directories
- Proofreading and editing of different translations
- Secretarial work: preparing reports, filing, preparing invoices, coordinating internally and externally with the clients

**Part-time Assignments**

**Quality Surveyor**, GRMC Company (**4 Months**)

**Translator & Data Entry**, Direct Marketing Solutions Company (**1 Month**)

**Freelance Translator**, several websites

**Simultaneous Interpreter** in the International Environmental Symposium: "Challenges and Threats to the Environment"

**Voluntary Jobs**

**Events Coordinator**, University of Sharjah (**8 Month**)

**SKILLS & STRENGTHS**

- U.A.E experienced
- Experienced in customer experience
- Tact to deal with people at all levels including senior management
- Excellent Knowledge in Banking
- Excellent in outlining Org. SOPs
- Proactive and Engaged professional
- Able to motivate/lead others in a project environment
- Flexibility in working hours
- Use personal initiative to achieve org. objectives
- MS Office (Outlook, Word, Power Point & Excel)

**EDUCATION****Certificates/Courses**

"E-Commerce Company Set-Up"

"Project Management Fundamentals"

"Introduction To Value Proposition Canvas"

"Building Relationships through Proactive Service"

"Emotional Intelligence and Teamwork"

"Communicating to Get Results"

"Creating a Positive Attitude"

"Anti Money Laundry"

**Bachelor** in English Language &  
Literature

2006, **University of Sharjah**, UAE

**Intensive English Program Course**

2002, **University of Sharjah**, UAE

**High School Diploma**

2001, UAE

**PERSONAL DETAILS**

**Nationality**

Jordanian

**Marital status**

Single

**Visa Status**

Employment Visa

**Languages**

Fluent in Arabic and English speaking, reading & writing