



Mohammed Dawood Alfar

UAE | +971508899971 | mohd676@hotmail.com

(Customer Service Management | Call Center Management | Client Relationship Management | Customer Experience management)

SNAPSHOT PROFILE

A **seasoned customer experience professional** with 18+ years of rich experience in proffering strategy, vision, and cohesive leadership for driving customer service, CRM, and call/contact center management initiatives.

Expert in architecting bespoke, world-class customer experience programs/ strategy to deliver major customer experience (CX) improvements.

Hands-on experience in e-commerce management - designing and redesigning the mobile application and website, endeavoured to create great digital customer experience - introduced ecommerce platforms, inspected landing pages, product information, connected to customers loyalty program, and all other pertinent website-related systems.

Thought leader in continuous improvement, managed the metrics and KPIs in customer service and Call Center environment.

Mastered providing dynamic leadership to generate new business by managing accounts to maximize profit/ exceed P&L goals and business targets.

Certified Instructor and Human Development Consultant, expert in identifying, developing, and conducting unique training programs and high-end professional courses. Significantly contributed in creating the next generation workforce.

CAREER HIGHLIGHTS

Call Center | Customer Service Manager, Masafi Company LLC, UAE, Oct 2016 – Present

- Under my leadership attained unprecedented results and exceeded sales by 46% which led to 43% increase of revenue in comparison to last year.
- Instrumental in establishing and restructuring the 'Customer Service Department' along with evolution of existing services, building a CRM and introduction of new services channels, e-commerce and digital services channels.
- Restructured the Customer Service department, to be torchbearer of a customer-centric culture in Masafi Company that led to great customer experience.
- Drove continual improvement in people, technology, processes and service.
- Ownership of smooth and effective running of Call Center - continuously exceed the call center productivity, revenue targets, service and quality levels.
- Pioneered implementation of new communication methods – Social Media, WhatsApp, Chat and Mobile Application to outreach customers across the world.
- Defined SOPs, KPIs & SLAs for all the services. Through robust data analysis of key operational and business metrics, identifying opportunities for innovation and quantify the value of the opportunity, thus facilitating management with enhanced decision making.
- Bestowed two award during 2019 Best Masafi Company Manager Award and Super-Hero Award for exhibiting unparalleled commitment and ownership for delivery of enhanced operations.
- Superintended a team of 14+ dynamic Customer Service staff direct reporting and 45+ indirect reporting Home & Office Sales Channel to play a leader positions within the organization in different departments.
- Registered saving of 53,000 AED from the training.

Professional Trainer, Management Consultant, L&D, Self-Employment, UAE (Jan 2014 - Oct 2016)

- Hand-selected as Certified Instructor for Etisalat Academy and high-end training centers for Human Development. Aided in unleashing the potential and drive outperformance at individual, team, and organizational level.
- Secured Training of Trainers (TOT) and Professional Certified Trainer from Canada Global Consulting and Training center, Apr 2016
- Strategically supported in achieving UAE Government 2021 vision by delivering 40+ courses topics for UAE Government and other organizations including, Workshop identifiable Emirates Program for Excellence in Government Services, Customer Service Skills 7 Star, Excellence

QUALIFICATIONS:

Master's in General Management,
Preston University, Ajman, UAE,
2011

Bachelor's in Computer Science,
Ajman University of Science and
Technology (AUST), Ajman, UAE,
2002

CORE AREAS OF EXPERTISE:

- Strategic Planning
- Customer Experience Management
- Client Relationship Management
- Call Center Management
- CRM Implementation
- E-commerce Management
- Continuous Improvement & Innovation
- Services Delivery Excellence
- Transition Management
- Business Excellence
- Revenue Generation
- Operations Management
- Cost-Reduction Strategies
- Process Enhancement and Re-engineering
- Performance KPIs
- Financial Acumen, Budgeting & Planning
- Team Building & Leadership
- Employee Engagement

PERSONAL INFORMATION:

- Nationality: Jordan
- Date of Birth: 12th November 1980
- Languages: Arabic & English

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Diploma in Customer Service, Problem Solving and Decision Making, Self-Development, Complaint Resolution, Performance Management and various others.

TRAININGS & CERTIFICATIONS:

- Lean Six Sigma Black Belt, Nov 2020
- Lean Six Sigma Green Belt, Oct 2020
- Lean Six Sigma Yellow Belt, Sep 2020
- Customer Experience Management, June 2020
- Customer Service – Customer Relationship Management, June 2020
- Customer Service Mastery: Delight Every Customer, June 2020
- Customer Service: How to sell more without advertising, June 2020
- Awareness Customer satisfaction system in accordance with standard specifications ISO 10004/2014, Jan 2016
- Awareness Customer complaints system in accordance with standard specifications ISO 10002/2014, Jan 2016
- Management Development Course, Feb 2016
- Mohammed Bin Rashid Al Maktoum Business Excellence & Innovations Award, Mar 2016
- Emirates Program for Excellence in Government Services, Mar 2016
- Training of Trainers (TOT), Canada Global Consulting and Training center, Apr 2016
- Professional Certified Trainer, Canada Global Consulting and Training center, Apr 2016
- Leadership Skills Phase 2, Jun 2013
- Leadership Skills Phase 1, Feb 2013
- Certified Business Professional (CBP) - Customer Service, Oct 2011
- Project Management Professional, Jun 2011
- Leadership & Cooperation - Ajman University of Science and Technology, Ajman, May 2005

Customer Service Manager, Agthia Group PJSC - Consumer BU, UAE (Jun 2012 - Jan 2014)

- Successfully launched state-of-the-art Call center, subsequent to effective restoration / transformation. Shouldered onus to continuously exceed the call center productivity, service and quality levels.
- Instrumental in building and driving the vision and mission for the entire Customer Service department. Elevated the CRM strategy, capability, process and system.
- Intelligence and Insights business champion, delivered trusted, integrated strategies and recommendations that improve company performance and fuelled progress whilst managing the robust key account customer's portfolio within and outside UAE.
- Refurbished the customer service department to ensure a "best in market" service delivery.
- Designed and developed CRM solutions to assist customer service and call center department, including customer relationship management solution and case management solution.
- Streamlined operations and successfully curtailed overtime by 50% during first 6 months & by 80% after 9 months, that too with similar Head Count, quality & speed of execution of duties
- Modified customer service quality results via scrutiny, evaluation, and re-designing of processes, while establishing and communicating service metrics, tracking and analysing results, and implementing changes.
- Dexterously managed closure of various internal and external audit points, while reducing the cost of the export documents 30%.
- Coordinated the supply customer service portfolio successfully across 10 countries.
- Curtailed DSO from 63 to 57days, while establishing fresh customer survey methods/ strategy.
- Empowered Customer Service staff, propelled productivity levels that ultimately touched 85%.
- Mitigated costs and generated savings over AED 70,000/- from the chillers and dispensers section and the workshop during the first quarter following establishment.

CRM Manager, Ahmed Seddiqi & Sons Company, Dubai, UAE (Feb 2011 - Jun 2012)

- Key actor of the CRM transformation in the longest standing and largest unit within the group!
- Established the CRM Department along with its vision, mission, goals and objectives.
- Built best in class standard, repeatable and scalable CRM processes. Defined CRM department manpower hierarchy, headcount, visibility study, training plan, and curriculum for CRM team.
- Designed best call center solution and strategy including the evaluations, study, comparisons, review, and selection of the best supplier.
- Identified and offered the best IT solution for the CRM department

OVERVIEW OF KEY EXPERTISE DOMAINS

Customer Service Excellence

- Strove to be recognized for our absolute commitment to relationships and service excellence. Developed one of the most comprehensive and ingrained customer service excellence programs to support the customer strategy.
- Catalyst for customer-focused and service-driven organizational transformation. Providing overall Customer Service process design, project management and continuous improvement, resource planning and training and transformational leadership
- Mastered developing and implementing the customer service excellence strategies, boosting customer satisfaction scores and generating return business through development of innovative relationship development initiatives.
- Acted as a catalyst in the evolution of business excellence, conceptualized and developed well-defined strategy for propelling revenue of Consumer Customer Base.

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Call Center Management

- Commanding the call center day-to-day operations and delivering high productivity through controlling, monitoring, analyzing & reviewing system.
- Owned, developed state-of-the-art customer lifecycle management initiatives. Established effective targeting strategies to drive down customer churn rates.
- Managed customer care main matrix, CRM department team KPIs, operations daily report, call quality assessment, email replies, staff schedule with breaks, IVR flow chart, and scripts.

Customer Experience Transformation Champion

- CX Leader/ Driver of CX improvements across the customer journey, and sustainable competitive edge that gives valuable resiliency to company and leads to growth.
- Leveraged customer experience mapping techniques to identify key touch points and areas for improvement/innovation.

Lead and Inspire with Passion

- Served as an inspirational and focused leader, training and empowering teams to consistently set and exceed goals. Instilled a customer-focused attitude amongst the team.
- Functioned as Stealth Leader, Synergist, Culture Builder- who sets clear strategic objectives, motivates teams to deliver exceptional results.

PROFESSIONAL HISTORY:

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|---|---------------------|
| ▪ Call Center / Customer Service Manager
Masafi Company LLC, Dubai, UAE | Oct 2016 – Present |
| ▪ Professional Trainer, Management Consultant, L&D
Self-Employment, UAE | Jan 2014 - Oct 2016 |
| ▪ Customer Service Manager
Agthia Group PJSC - Consumer Business Division, UAE | Jun 2012 - Jan 2014 |
| ▪ CRM Manager
Ahmed Seddiqi & Sons Company, Dubai, UAE | Feb 2011 - Jun 2012 |
| ▪ Call Center Team Leader
Masafi Company LLC, Dubai, UAE | Sep 2007 – Jan 2011 |
| ▪ Customer Service Representative/Acting Supervisor
Etisalat IHD/Dubai E-government/ UAE Federal Governments, Ajman, UAE | Sep 2003 – Sep 2007 |
| ▪ Customer Service Engineer
Emirates Computers Company, Dubai, UAE | May 2002 – Aug 2003 |