

# ABDELAZIZ ALI ELAKARY

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## CUSTOMER SERVICE & OPERATIONS LEADER

### Customer Experience | Customer Relationship Management | Service Delivery | Process Improvement

An experienced leader in customer service and operations, skilled at increasing efficiencies and team performance with a passion to deliver excellent customer service, every time. Fully bilingual in English and Arabic, I have worked in the UAE for over ten years, consistently being promoted through customer service positions at a large MNC. A team leader who coaches and trains others whilst working cross-functionally to increase sales opportunities and drive improvements through all stages of the customer journey.

### EXPERIENCE

**3M Gulf Ltd., Dubai, UAE**

**CUSTOMER OPERATION LEADER – Middle East**

**Dec 2010 – Aug 2020**

**Apr 2018 – Aug 2020**

Led and managed a team of 14 across Customer Service, Sample Management and Documentation in the Middle East, Egypt and Pakistan. Set vision and culture and improved individual and team performance with oversight of channel distribution and end-user business.

- Improved customer satisfaction by identifying broader customer-impacting issues and implementing solutions to drive quality and productivity.
- Established and aligned clear operational priorities with cross-functional teams. Provided accurate business forecasts in line with the business.
- Ensured all sales opportunities were accurately reported on Salesforce, recording average sales volumes of USD \$380m - \$400m per year.
- Worked closely with the business team to maximize order intakes and initiate different types of reports to ensure successful execution of the business strategy.
- Drove improvements to the customer experience by ensuring high levels of engagement and retention and by taking ownership of customer issues/disputes with thorough follow-up and resolution.
- Ensured timely and adequate reporting of customer service KPIs and metrics.
- Developed standard procedures and policies to fit market changes and to meet customer expectations.
- Managed day-to-day operations including; hiring, coaching and training the customer service team.
- Coordinated efforts of different operational areas to ensure minimal duplication and maximum efficiency.
- Followed up with key account customers to ensure consistent delivery of high-quality service.

**CUSTOMER SERVICE SUPERVISOR**

**Jan 2014 – Mar 2018**

Set up Key Accounts and ensured that 3M services and relations with external and internal customers were at the highest level of quality and efficiency, ensuring world-class customer service to 3M Customers.

- Ensured that customer orders were processed efficiently and responded to customer enquiries and requests.
- Managed a systematic approach to capture, evaluate and report issues raised by customers and supervised the timely settlement of customer claims.
- Ensure that orders were processed accurately and that correct shipping instructions and invoices were generated for dispatches.
- Worked cross-functionally with sales and marketing to allocate scarce stock between orders.
- Coordinated with supply planner to effectively implement the phase-in / phase-out of products.
- Manage and optimized logistics service providers including transporters, shipping lines, 3PL.
- Actively coordinated and followed up on orders and shipments to ensure achievement of shipment targets within the month cut off.
- Ensured compliance with corporate policies & procedures, including relating to boycotts and transshipments.
- Improved billing estimate process and drove continuous improvements to systems and reporting tools/
- Followed up on shipping documents to ensure quick clearance customs process.
- Set up team KPIs and conducted yearly performance team reviews.

**CUSTOMER SERVICE SPECIALIST****Dec 2010 – Dec 2013**

- Received customer requests, prepared quotations, processed customer orders and ordered materials.
- Calculated freight charges and reviewed LC drafts.
- Make sure that customer is matching with system order, materials, prices, etc.
- Conducted regular meetings with sales and supply chain team to ensure we were aligned with company business plan.
- Supervised warehouse team “3PL” to ensure materials reached customers by requested delivery time.
- Prepared shipping documentation, COC “certificate of conformity”. Followed GCC customs required documentation process for smooth customer deliveries.
- Regularly visited Customs to provide hands-on support to deliver against customer requirements.

**Emirates Float Glass L.L.C, UAE****May 2009 – Dec 2010****SENIOR EXPORT & CUSTOMER SERVICE EXECUTIVE**

As a member of the sales department, I evaluated opportunities to generate sales and achieve target. Maintained close contact with clients and key accounts, collaborating with shipping and freight-forwarders to ensure on-time delivery and excellent service levels.

**Laidlaw Gulf, UAE****May 2008 – Apr 2009****SALES - LOGISTIC AND CUSTOMER SERVICE EXECUTIVE**

Coordinated with customers and sales and marketing team to ensure that all orders were processed and delivered correctly. Reviewed shipping documentation and liaised with suppliers for material ordering. Prepared sales, supplier, and customer reports for top management.

**Geze Middle East Company, UAE****Apr 2007 – Apr 2008****SALES & LOGISTIC COORDINATOR**

Assisted in the pricing strategy for the hardware division, obtained supplier quotations and negotiated prices. Maintained close coordination with the sales and marketing team, and suppliers for the effective processing of customer orders.

**Alex Apparels, Egypt****Aug 2003 – Feb 2007****LOGISTIC AND CUSTOMER SERVICE COORDINATOR**

Utilized strong understanding of all shipping documentation and processes for the effective coordination of customer orders.

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**EDUCATION**

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**B.Sc. of Commerce** | Alexandria University, Egypt | May 2000

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**TRAINING & SKILLS**

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- Lean Six Sigma Green Belt Training
- SAP, ORACLE, SAG and Salesforce
- *Completed 3M Courses:* Business Conduct, Global Bribery and Corruption Awareness, Recognizing Conflicts of Interest (International Edition), Global Data Protection and Privacy, Preventing Workplace Harassment, Understanding Record Retention, Recognizing Conflicts of Interest.

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**PERSONAL DETAILS**

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**Nationality:** Egyptian**Languages:** Arabic (Native Language), English (Spoken & Written)