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- 👤 42 ani
- ♀ Feminin
- 📍 Chișinău

## Preferințe

- Full-time

## Limbi

- **Română** · Fluent
- **Rusă** · Fluent
- **Engleză** · Fluent
- **Spaniolă** · Comunicare
- **Germană** · Elementar

## Permis de conducere

Categoria: B

# Head of Operations/CS/ CX/ Customer Success/ Sales / Head of Operations

## Experiența profesională

### **General Manager** · Silverbird Experience SRL

*August 2023 - Prezent · 1 an 4 luni*

- Oversee day-to-day operations
- Design strategy and set goals for growth
- Worked with the board of directors to establish objectives and decisively lead operations.
- Empowered staff members to contribute to the continuous improvement, quality, and growth of the company.
- Evaluate and improve operations and financial performance
- Direct employee assessment process. Oversee recruitment and training of new employees
- Prepare regular reports for upper management
- Ensure staff follows health and safety regulations
- Identified and resolved operational issues impacting productivity, performance, and profitability.
- Maintained organizational compliance with applicable legislation and regulations.
- Maintain budgets and optimize expenses.

### **Head of CX** · Silverbird Global

*Ianuarie 2023 - Prezent · 1 an 11 luni*

- Manage Customer Support, Customer Success (KAMs), and Compliance teams and spearhead the entire customer partnerships stream
- Own and drive the customer support plan to improve operational scale and efficiency while ensuring an excellent customer experience

and  
driving customer retention, loyalty, and satisfaction

- Led, inspired, and developed a highly motivated team including hiring, coaching, motivation, professional development, and employee retention
- Report through KPIs and OKRs, including efficiency SLA quantitative and qualitative indicators.
- Improved activation rate by 75% and NRR (1Y) by 63%. CSAT 95% (Winner of World Game changer award)
- Bring an analytical and rigorous approach to Customer Success processes and decision-making through the use of data, market information, and client feedback
- Adopt a continuous improvement mindset and seek opportunities to improve KPIs and efficiency
- Create a work environment that supports and values a high degree of professionalism, enthusiasm, and teamwork
- Launch outsourcing CC in developing countries (Asia, Africa).

### **Head of Field Force · Samsung · Moscow**

*August 2022 - Decembrie 2022 · 4 luni*

Building highly professional FF team, leading it and coaching its members in their respective fields: Data, Operation and Training Management

- Planning, executing, and managing retail strategies in compliance with HQ vision and local retail context.
- Analyzing current marketplace and generating new opportunities for the business.
- Maximizing ROI on field activities.
- Prioritizing business goals and FF tasks in order to achieve maximum efficiency.
- Anticipating business issues by proactively developing and implementing FFM & retail solutions.
- Motivating FFM team members.
- Planning and development of trainings and motivational programs for field employees in order to increase brand coverage, experience and sales conversion.
- Setting up KPIs and evaluating them regularly on pre-set KPIs.
- Optimizing working environment.
- Liaising with upper management and clients ensuring FFM

targets are met.

- Developing and maintaining strong business relationships with Key Retail

Accounts (KRA) & services vendors/suppliers.

- Acting as central escalation point between clients and retail channels to assist

in issue resolution.

- Working with product, marketing and digital team to deliver improvements in

brand engagement scores across different territories.

- Representing FF management team at all levels

## **Contact Center (Customer Service) Manager of CEE cluster · Electrolux · Moscow**

*Mai 2020 - Februarie 2022 · 1 an 10 luni*

Member of CEE Cluster Leadership Team.

Manage CEE cluster contact centers.

- Drive CC agenda with the team to improve operations of the contact centers with the focus on consumer experience, culture, monetization/sales and costs. Oversee budgeting, reporting and planning. Manage P&L and maintaining healthy financial performance while showing high growth. Responsible for Sales Incentives Policies processes.

- Launch and lead D2C and B2B2C within CEE cluster.

- E-commerce development. Launch of product and service sales within CEE CC. Responsible for the revenue, profitability and grow of online sales.

- Set overall strategy and road-map of actions which are assuring sales increase, awareness gaining and improve business results.

- Joining forces with marketing team, finance team and logistic companies to ensure website/app and digital marketing efforts to meet the needs of clients.

- Teaming up with CEE MarCom division and digital marketing agencies for continuously optimizing the marketing program of Online Shop. It includes the good capitalization of digital marketing tools: SEM via PPS including Google ads, Facebook ads and SEO, SMM, email newsletters, text alerts, etc. Creation and launching of macro and micro segmented campaigns in order to increase Online Sales revenue.

- Site Optimization. Implementing SEO best practices on eShop and brand web sites. New improvements and adjustment strategies are constantly being brought in to optimize the customer experience, increase ranking and visibility. Site improvement in order to increase its performance and conversion rate.

- Planned, evaluated and improved the efficiency of processes and procedures to enhance speed, quality, efficiency and output.

- Fostered a spirit of teamwork and created a positive and competitive environment between the agents to obtain the best results.

- Reviewed performance data that includes sales, activity reports and spreadsheets, monitored and measured teams productivity, goal achievement and overall effectiveness. Managed the

preparation of reports necessary to carry out the functions of the teams

- Improve quality of contact center operations through the knowledge centered services (KCS) program, WFM, etc.
- Launch of NPS, CES, CSAT in CC community and Aftersales teams of cluster.
- Lead digital transformation initiatives inside CEE CC community (Knowledge base, Chat, web shop chat, Chat bot);
- Aftersales team support.
- Align activities and lead projects with BAE sector and collaborate with other internal stakeholders.

## **Head of Contact Center Department · Electrolux · Moscow**

*Aprilie 2019 - Decembrie 2021 · 2 ani 8 luni*

Prepared and launched a new inhouse Contact Center as single point of contact for Electrolux, AEG and Zanussi consumers (covering contacts regarding pre-sales, sales, web-shop, product, marketing/promo campaigns, registration support, repair (warranty and out of warranty), technical support, product usage, complaints handling, SoMe activities, Chat. etc.).

Prepared and executed end-to-end process description for Contact Center operations, including internal policies, scheduling, hiring of agents, quality assessment approach, budgeting, etc.

Established and improved monitoring procedures and KPI Dashboards.

Rolled out new tools in Contact Center area (CRM, WFM, CTI, KCS, knowledge base, etc)

Provided business and people leadership to Consumer Contact Center.

Developed Contact Center as revenue creator both for consumers and Electrolux (cross/up selling of consumables, accessories, spare parts, small and big appliances, as well as services such as extended warranties, fixed price repair, installations etc.).

Manage costs of Contact Center.

Focus on organizational development, process & tools, capability development, governance model and engagement of employees.

Work cross-functionally in a matrix environment in order to gain and give support to Ownership Solutions, Field Operations & Quality/Technical support, HR and Marketing.

Manage reporting process of Contact Center operations.

## **Mass Market Consumers' Call Center Unit Head · Moldcell**

*Martie 2017 - Decembrie 2018 · 1 an 10 luni*

Responsible for the strategic planning and execution of all customer service operations including both B2B and B2C relationships.

Set objectives for the call center's day-to-day activities and

maintain effective quality assurance programs fostering continuous improvement and customer satisfaction.

Develop future vision and implementation strategy to exceed customer experience targets and sales generation goals.

Collect and analyze call-center statistics (sales rates, costs, customer service metrics etc.) Proactively identify, maintain and improve Call Center operations by monitoring system performance; identifying and resolving problems; preparing and completing action plans; conducting needs assessment; cost/benefit analysis; completing system audits and analysis; managing system and process improvement and quality assurance programs.

Plan, assign, and oversee department staffing and workloads, including efficient recruiting, training, coaching, employee recognition, performance improvement, and career planning.

Assume responsibility of budgeting and tracking expenses.

Monitor the effectiveness and overall performance of Call Center operations and develop processes to increase the work effectiveness.

Maintain consistent and frequent review of Call Center metrics required to effectively manage the department's operational performance, including call grading

Develop and implement customer service standards, policies, and procedures designed to meet and support the Company's customer service goals and initiatives.

Partner and interact with other division and/or functional managers including but not limited to Production Departments, Lab Operations, and Marketing to maintain open and constructive communication channels, ensure seamless client service delivery and to maintain real time information on product, promotions, enhancements and updates.

Work with other leaders to develop benchmarks/metrics of achievement towards an improved customer experience for all parts of the organization, Identify and implement the most effective methodologies and disciplines used to maximize customer service.

Prepare reports for different departments or upper management.

## **Consumers' Self Service and Back-Office Unit Head · Moldcell**

*Septembrie 2015 - Octombrie 2017 · 2 ani 1 lună*

Responsible for oversight and direction of Claims staff in accordance with company policies and procedures. Effectively handle and resolve consumer complaints. Responsible for investigation, resolution and reporting of all customer related complaints. Ensure that all written communication is carried out as per the customer care procedures and any contractual specification. To monitor all potential claims ensuring minimal financial impact to the branch and company. Obtain approval for compensation payments and ensure all parties are kept informed. Supervise staff in accordance with company policies and procedures. Conduct interviews, hire new staff, and provide employee orientation. Coach and provide career development advice to team members. Track employee goals and conduct employee performance reviews. Responsible to meet

department productivity and quality goals. Communicate with other Supervisors and Managers. Work with other departments to establish and maintain collaborative relationships toward achieving department and company goals.

**"Moldcell Center" Store Director (Consumer Department, Retail Management section, Exclusive channels) · Moldcell**

*Septembrie 2013 - August 2015 · 2 ani*

Meet sales goals and maximise profitability by training, motivating, mentoring, appraising and providing feedback to sales staff.

Ensure high levels of customer satisfaction through excellent service, dealing with customer queries and complaints and all issues that arise from staff or customers. Complete store administration and ensure compliance with policies and procedures, manage budgets and maintain statistical and financial records.

Report on buying trends, customer needs, profits, etc.

Maintain outstanding store condition and visual merchandising standards. Ensuring compliance with health and safety legislation.

**Front office representative (Sales Department) · Moldcell**

*Aprilie 2008 - Septembrie 2013 · 5 ani 6 luni*

Dealing with customers (B2C and B2B), including handling complaints by identifying, investigate and come up with solutions to customer request. Respond promptly to all customer requests, provide all necessary information regarding company products and services;

Promote and sell company products and services to existing and potential customers.

**Subscription representative (back office) · Moldcell**

*Iunie 2006 - Aprilie 2008 · 1 an 11 luni*

Data entry. work with contracts, checking the correctness of registration. Execution of all incoming requests related to subscriber's contract, performing new connections and services. Data base creation and managing of the archive.

**Customer Service Representative · Moldcell**

*August 2004 - Iunie 2006 · 1 an 11 luni*

Respond to customer request over the phone. Provide customers with product and service information. Identify, research and provide solutions for customer issues using the related computer system.

## **Studii: Superioare**

### **Universitatea de Studii Politice si Economice Europene**

*Absolvit în: 2004*

Facultatea: Relatii Internationale si limbi sraine

Specialitatea: Relatii Internationale

## **Cursuri, training-uri**

### **Customer experience training. Up your service**

*Absolvit în 2016*

Organizator: Ron Kaufman

### **Time management**

*Absolvit în 2016*

Organizator: Moldcell

### **Essentials of management**

*Absolvit în 2015*

Organizator: Telia

### **Customer Oriented Service Culture training**

*Absolvit în 2012*

Organizator: Azercell Akademiyasi

### **Success in Sales**

*Absolvit în 2011*

Organizator: Teliasonera

### **Personal success in Customer Service**

*Absolvit în 2006*

Organizator: Pluriconsultants Romania

### **Conflict prevention and stress management**

*Absolvit în 2005*

Organizator: Pluriconsultants Romania