

OKEKE ADAKU THEODORA, BSc, MBA

Customer Experience Analyst

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PROFESSIONAL SUMMARY

Passionate customer experience analyst with 7+ years of experience in the banking sector. Proven success in designing and executing customer research initiatives to drive customer loyalty and improve customer retention rates. Excels at developing customer insights that lead to actionable recommendations.

Adept at utilizing computer productivity software helping to develop a sense of teamwork in a group and improving repeat sales with good customer service practices. Specializes in developing customer service policy and improving customer service team morale.

CORE COMPETENCIES

Customer Experience | Customer Analytics | Customer Segmentation | Customer Journey Mapping Surveys | Focus Groups | Communication | Teamwork | Problem Solving | Time Management | Leadership | KPI Tracking | Project Management | Data Analysis | Call Centre Operations | Process Improvement | Vendor Management | Compliant Resolution | Flexibility | Empathy | Critical and Analytical Thinking

TECHNICAL SKILLS

Microsoft Excel, Word, PowerPoint | CRM Dynamic 365 | Finacle Proficiency | Internet Applications

CAREER SUMMARY

Lidya Finance

Position: Team Member Operations

Lagos State, Nigeria

2022 – Date

Key Responsibilities:

- Evaluation and follow-up on loan disbursement and customer acquisition and retention.
- Following up on credit customers for timely repayments (daily).
- Effective outbound calls to new leads to generate positive results.
- Following up with our growth team for proper documentation and verification on old and new customers.

Core Accomplishments & Achievements:

- ✓ Managed transactions to organizational and installation property books and supporting transaction files; resulting in a 10% increase in operational efficiency and streamlining of equipment tracking standard operating procedures.
- ✓ Conducted weekly operation synchronization meetings to manage organizational chart, improve efficiencies, streamline processes, and identify reluctant tasks
- ✓ Provided purpose, guidance, and direction to subordinates on a daily basis in order that positively affects attitudes and improves the quality of work

First Bank of Nigeria Limited

Position: Team Lead

Lagos State, Nigeria

2021 – 2022

Key Responsibilities:

- Develops and implements strategic plans in line with the division's objectives.
- Supports the development of the workforce plan for the division by providing inputs on its own department's workforce forecasts.

- Manages a portfolio of MNC clients including advising clients on funding strategies, and choosing between various Bank products while ensuring maximum ROI for the Bank.
- Leads deal origination, structuring, obtaining credit approvals, and implementation of financial solutions for a portfolio of clients spanning large corporate houses.
- Conducts market research to identify, initiate, establish and develop long-term business relationships with the objective of meeting business and revenue objectives.
- Identifies and acquires new client relationships by understanding the customers- financial needs and provides suitable solutions in terms of providing bank products and services.
- Manages client relationships by handling activities ranging from identifying clients- financial needs, advising, structuring the deal, preparing the terms and conditions, and closing the deal.

Core Accomplishments & Achievements:

- ✓ Mentored and guided employees ensuring all were trained in product knowledge and capable of performing assigned duties.
- ✓ Provided exceptional customer service by greeting and acknowledging all customers in a friendly, professional manner.
- ✓ Supervised over 25 executive team leaders and oversaw financial and operational processes

First Bank of Nigeria Limited

Position: Customer Support Professional Email Administrator /Social Media

Lagos State, Nigeria

2019 – 2021

Key Responsibilities:

- Attending to customers (local and diaspora) via email and social media to ensure complaints/requests/inquiries are resolved.
- Using applications like CRM, IBPS, Finacle, etc. to resolve customers' complaints.
- Following Complaint Quality Management System (CQMS) process to resolve complaints.
- Attends to hundred emails a day (100) customers daily and follows up where necessary, (2000 emails in a month) also work extra hours if need be.
- Using excel and Avaya applications to generate daily reports for the department.
- Ensuring effective follow-up and feedback to customers (local and diaspora).
- Provide leadership, coaching, and support to my team and develop plans to achieve the daily target, develop team strengths and improve weaknesses and resolve conflicts.

First Bank of Nigeria Limited

Position: Customer Support Professional (Frontend)

Lagos State, Nigeria

2018 – 2019

Key Responsibilities:

- Attended and resolved customers' complaints, inquiries, and requests via call.
- Did follow-up on customers' complaints to ensure it is resolved.
- Participated in enlightenment and marketing campaigns of the bank for its various digital products and generated daily reports and log all interactions on CRM for resolution.
- Trained onboarding consultants on communication skills required for email, and administration

Core Accomplishments & Achievements:

- ✓ Resolved customers' complaints by identifying problems and taking appropriate corrective action, increasing the client retention ratio by 50%.
- ✓ Demonstrated professional etiquette and manners, improving positive feedback and 5-star ratings by 80%.
- ✓ Frequently set up staff training materials, therefore, grew the effectiveness of the customer service department by 20%.

Heritage Bank PLC
Position: Customer Success Specialist

Lagos State, Nigeria
2015 – 2017

Key Responsibilities:

- Involved in teams' follow-up workforce, that actively participate in the resolution of customers' queries and attend to customer queries, inquiries, and requests.
- Provide support to office management to develop and execute stated goals and objectives.

Telemarketing/Telesales of the bank's product.

- This is targeted at utilizing opportunities to convert potential leads in expanding our brand.
- Ensuring that all units involved in services procedure render exceptional compliance with the institution's objectives in line with establishing quality goals, and this ensures an improved internal work culture.

Stanbic Ibtc Bank
Position: Customer Service Officer

Lagos State, Nigeria
2012 – 2014

Key Responsibilities:

- Handled ATM cards according to lay down policies and procedures.
- Participated in tactical sales/marketing activities as required.
- Logged on customer complaints on the appropriate remedy application on daily basis.
- Attended to customers' issues, and pensions request complaints inquiries.

TEB-KEN (Nigeria) Company
Position: Supervisor

Lagos State, Nigeria
2010 – 2012

Key Responsibilities:

- Provided appropriate orientation for the employee
- Assigned certain duties to the employee, explaining how those duties are to be done
- Signed monthly time and attendance records and approve requests for time off
- Addressed performance problems through corrective action and dismissal
- Ensured customers' daily service requirements are met.

EDUCATION & QUALIFICATIONS

University of Lagos
MBA in Public and International Affairs

Lagos State, Nigeria
2015 – 2017

Imo State University
BA in Philosophy

Owerri, Imo State, Nigeria
2003 – 2007

Nigeria Premier College
West African Senior School Certificate (WASSC)

Lagos State, Nigeria
1995 – 2001

TRAINING & CERTIFICATIONS

Neuron Linguistic Programming (NLP Nigeria Limited)
Jobber man Soft Skill Training (Coursera)
Customer Service Foundation (LinkedIn)
Customer Service Problem Solving and troubleshooting (LinkedIn)

INTEREST/HOBBIES: Reading | Public Speaking | Networking | Movies | Traveling | Sports

REFEREES: Available on request