

ANYANWU IFEANYI

Call Center Customer Service & Telesales Expert

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SUMMARY

Customer Service Representative and Telesales Analyst with **8 years of experience** in **call centers and telesales operations**. Proven track record of **exceeding sales targets, increasing customer satisfaction by 20%, and consistently delivering top-tier service**. Expertise in **lead generation, conflict resolution, product support, and customer retention**. Proficient in **using industry-standard CRM systems and communication tools to enhance operational efficiency and customer experience**.

EXPERIENCE

- 12/2023 - Present

Utah, United States

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Customer Phone Support Agent

Balance of Nature
 - Manage **100+ customer** inquiries daily, **achieving a 95% first-contact resolution** rate using **Gorgias** and **Five9** for efficient call routing and issue tracking.
 - Upsell products to 30%** of callers, driving a **10% increase** in product sales.
 - Implemented a customer feedback system, raising the **satisfaction rate by 15%**.
 - Resolved escalated customer **complaints within 24 hours**, maintaining a **customer satisfaction score of 4.9/5**.
- 04/2023 - 12/2023

Marion, United States

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Call Center Customer Service Representative & Telesales Analyst

Kinzel Benefits
 - Conducted **400+ outbound calls daily**, **converting 20% into sales**, contributing to a **12% revenue increase** using **Freshdesk** and **Vici dialer**.
 - Surpassed weekly sales quotas by 15%**, identifying **upselling opportunities in 35% of calls**.
 - Drove a 10% increase in product sales** by upselling products to 30% of inbound callers, directly contributing to revenue growth.
 - Implemented a customer feedback system**, raising overall customer satisfaction scores by 15%.
 - Reduced response times by 15%** through optimisation of call center processes and integration of CRM System.
 - Developed customized call scripts that **improved customer engagement** and **reduced call duration by 10%**.
- 11/2022 - 04/2023

Miami, United States

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Call Center Customer Service Representative & Telesales Analyst

Insurance Supermarket International
 - Boosted customer retention by 15%** through proactive communication and personalised service, leveraging Salesforce CRM to manage relationships and provide real-time support.
 - Handled over 300 inbound and outbound calls daily**, **achieving a 35% conversion rate and driving an 18% increase in revenue** through strategic use of HubSpot CRM and Freshdesk.
 - Surpassed weekly sales quotas by 22%**, identifying **upselling opportunities in 45% of calls**.
 - Achieved a 4.8/5 customer satisfaction** rating by delivering exceptional service using **Amazon workspaces** for real-time customer support.
- 08/2018 - 11/2022

Lagos, Nigeria

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Call Center Customer Service Representative & Telesales Analyst

Renmoney Microfinance Bank
 - Made **over 150+ outbound sales calls daily**, **contributing to ₦100 million in monthly (\$130,000) loan sales**, achieving a 130% sales target consistently.
 - Increased **lead generation by 20% through targeted outreach**, expanding Renmoney Microfinance bank's customer base and improving overall business performance.
 - Collaborated with the marketing team to design and launch targeted telesales campaigns, **boosting customer acquisition by 25%**.
 - Developed comprehensive sales reports, analysing trends and optimising sales strategies that resulted in a **10% increase in lead conversion rates**.
- 03/2016 - 07/2018

Lagos, Nigeria

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Sales Representative

Smile Telecommunication
 - Achieved 120% of monthly sales** targets by effectively promoting and selling internet services to new customers.
 - Fostered strong customer relationships, which contributed to a **30% increase in customer satisfaction**.
 - Improved sales tracking efficiency by 15%** through optimised use of CRM software.
 - Provided exceptional product demonstrations that **led to a 20% increase in successful sales**.

STRENGTHS

Sales Conversion & Upselling

Consistently achieved high conversion rates through upselling and cross-selling techniques.

Customer Satisfaction

Maintained high customer satisfaction ratings by effectively resolving customer inquiries and complaints.

EDUCATION

- 2012 - 2018

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Bachelor of Technology, Biological sciences.

Federal University of Technology Owerri

KEY ACHIEVEMENTS

Increased Revenue

Achieved a 35% conversion rate, driving an 18% increase in revenue through strategic upselling and cross-selling techniques.

Raised Customer Satisfaction

Maintained a 4.8/5 customer satisfaction rating by resolving customer complaints within 24 hours.

Exceeded Sales Quotas

Consistently surpassed sales targets by 15-20% by effectively identifying customer needs and upselling products.

Improved Customer Retention

Enhanced customer retention by 20% through personalized service and follow-up systems.

CORE SKILLS

Customer Relationship Management

Workflow Optimisation, Process Automation, Service Delivery Improvement, Telesales & Customer Service, Lead Generation & Upselling, Customer Retention, Call Volume Handling, Call Scripts, Call Center Optimisation, Call Escalation, Call Data Analysis, Inbound & Outbound Calls, Call Tracking, Follow-Up Systems, Product Knowledge & Support, CRM System Management, Conflict Resolution, Strong time management and organisation skills, , Strong sales and negotiation skills, Verbal and Written Communication, Active Listening, Rapport Building, Problem Solving, Persuasion Techniques, Call Handling & Chat Support, Troubleshooting, Cold Calling, Empathy, First Call Resolution

Software

LiveChat, Salesforce, HubSpot CRM, Zoho Desk, Freshdesk, Zendesk, Ren Core, Dialer 2.0, Microsoft Office, Vici Dialer, Five 9, Aircall, connex one, 3CX and Giorgas.