Mehmet Emre Toktay

Kadıköy/Istanbul
+90 506 760 19 72
emre.toktay@pardus.tech

Employment

Teleperformance/Google(Dedicated) -- Business Intelligence Specialist (remote)

APRIL 2021 - DECEMBER 2022

-Automatize tracking systems required for the operation, primarily through Google Sheets (for mid level management)

-Preparing dashboards according to operation requirements in Crm programs which was allow the use of SQL language

-Gathering, interpreting, combining scattered data from more than one Crm and data warehouse (unlinked) programs in one place and creating pages to visualize it (Google Data Studio) (Base, mid and top level management pages)

-Google analytics usage

-Following general KPIs and if deemed necessary making statistical analyzes, crossing, comparing and looking data from wide perspective

-Preparing presentations about the general state of the operation for our customer

-Examining the problems in detail by using lean six sigma and other methodologies, presenting solution steps and assisting the improvement process.

Referance: Emre Balci - Operation Manager/Teleperformance

Teleperformance/Lenovo(Dedicated) – CX Lead, Key Account Specialist (office/remote due covid)

SEPTEMBER 2019 – APRIL 2021

-As a dedicated BPO key account specialist; I analyze the insight of our global client's customers' requirements   for Turkish market to improve our client's after sale customer reputation in Turkey. As a result of that, I require to work both in B2B and B2C side of the operations. As a Customer Experience Specialist, I am responsible for:

-Taking personal or general, short and long term agile actions according to the feedbacks and surveys from customers

-Providing proactive measures or changes with incoming feedback analysis o Perceiving instantly intensifies problems and notify the relevant units for action. Providing follow-up and speed up the process with feedback.

-Initiate a general CX culture o Seeing the given service as a whole, making and implementing plans about this process (such as creating a detailed process map, finding delays and cumbersome processes in the process or creating a yearly road map)

-Long-term data analysis and making improvements and adjustments (such as finding root causes over 6month from Dsat scores and making corrections with the pareto principle)

-To provide insights by detailed analysis of the data coming from the feedback (such as correlation relations control or variance control)

-Accepting the customer experience not as a department but as a culture and to reflect this at every relevant contact point (such as Şikayetvar.com, complaint management, positive feedback, product develop, UX etc)

Referance: Dasa Molnarova - EMEA Customer Experience Manager/Lenovo

DataDuck / Support Team Turkey Coordinator (St. Petersburg)

JULY 2017 – SEPTEMBER 2019

-We provide the continuity of the support unit with the remote working team (7 people) in the support unit of the company. The company is headquartered in Russia there is only support department for Turkey due to this fact I did much more than regular coordinator.

-I have written some articles and done some tasks to my team. (Customer complaint management, how to say no to customers, how to reject clients in the most polite way ?, Initiative is a key to success etc.)

-As the company policy, the coordinators in the team were given limited autonomy. I used this chance as a try to apply 360-degree customer satisfaction and tried to improve customer satisfaction with CRM software, which is provided by the company.

-I collaborate with Online reputation, business management and human resources department found employee candidate to establishment of the team's newly created Philippines also I found and trained new employees for Turkey Geo.

-Quality control

-Improvements

-Follow up and statistical data interpretation.

Referance: Sergey Alkasarov – Head of Customer Services/Dataduck

Education

Istanbul Arel University -- Master's with thesis, MBA (Istanbul)
2019 – 2022
Thesis: LEAN SIX SIGMA AND IMPLEMENTATION OF SERVICE SECTOR

Istanbul University -- Master's degree, Statistics (Istanbul) (suspend)
2018 - 2019

Akdeniz University -- Tourism Management (Antalya)
2009 – 2018

Certificate

Lean Six Sigma Black Belt, CSSC

Data Analytics for LSS Certification, University of Amsterdam

Data Scientist, Udacity

Programming for Data Science with Python, Udacity

Lean Six Sigma Green Belt, COPC

Publications

Yalın Altı Sigma ve hizmet sektöründe bir uygulama *Lean Six Sigma and implementation of service sector* https://tez.yok.gov.tr/UlusalTezMerkezi/tezSorguSonucYeni.jsp

Projects

Lean Six Sigma Project for CSAT Enhancement (As a project owner, black belt)

Lean Six Sigma Initiative to Improve SLA in Call Centers (green belt)

Lean Six Sigma Strategy to Strengthen Relations between Retailers and Contact Center, Emphasizing Warranty Processes (As a project owner)

Personnel Projects

Hedef Tabanlı Duygu Analizi Uygulaması (Aspect Based Sentimental Analysis Application)

Müşteri Deneyimi için DBSCAN Kümeleme Algoritması ve Müşteri Segmentasyonu (DBSCAN Clustering Algorithm for Customer Experience and Customer Segmentation)

Dog Breed Classification Using Convolutional Neural Networks

Disaster Response Pipeline Project

IBM Recommendation System

GMM Clustering and Cluster Validation Lab

Explore US Bikeshare Data