

Vivian Kairuthi Gacheri

Customer Experience Specialist

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Customer service professional with experience in handling high-volume client interactions, resolving technical issues, and improving business performance. At Ison Xperiences, I streamlined customer support processes, reducing complaint resolution time and increasing retention. As a business owner, I identified growth opportunities, optimized pricing strategies, and built a loyal customer base through digital marketing. Passionate about leveraging data-driven insights and operational efficiency to enhance customer experiences and drive business success.

📁 Professional Experience

Customer Service Executive, 02/2024 – present **Ison Xperiences & Nakama Tech BPO (Zuku Fiber Campaign)**

- Customers faced service disruptions; I diagnosed technical issues, provided real-time solutions, and ensured fast resolutions, improving satisfaction scores by 20%.
- Clients struggled with service retention; I educated them on tailored solutions and promotions, leading to a 15% increase in customer loyalty.
- Support inefficiencies caused delays; I leveraged CRM tools to track customer interactions, reducing response time by 30%.

Business Owner, Thrift Fashion Entrepreneur (Part-Time) 2023 – present

- Low brand visibility hindered sales; I built a strong online presence through targeted social media marketing, increasing customer engagement.
- Customer acquisition was inconsistent; I introduced loyalty programs and referral incentives, boosting repeat purchases by 25%.
- Limited pricing strategies impacted profits; I optimized pricing models based on competitor analysis, increasing profit margins.

Virtual Assistant Intern, Freelancer 09/2024 – 12/2024

- Clients lacked structured business processes; I implemented efficient workflows, leading to smoother daily operations and improved client satisfaction.
- Unclear data made decision-making difficult; I analyzed trends and provided actionable insights, helping businesses optimize their strategies.
- Scheduling conflicts disrupted productivity; I managed calendars and correspondence, ensuring seamless coordination.

🧠 Skills

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| • Customer Support (Live Chat, Calls, Email) | • Business Development & Sales Growth |
| • CRM Software & Workflow Automation | • Market Research & Lead Generation |
| • Data Analysis & Performance Optimization | • Digital Marketing & Social Media Strategy |
| • Lead Generation | |

📄 Certificates

Software Development (Ongoing)

– PLP Academy (Feb 2025)

Key Topics: Full-Stack Development, Web & Mobile App Development, API Integration

Virtual Assistant Training

ALX (July 2024) **Skills Covered:** Administrative Support, Calendar Management, CRM Tools

🎓 Education

Diploma in Information Communication Technology, **Kiriri Women's University of Science and Technology**

09/2021 – 11/2023

Relevant Coursework: Database Management & SQL

- Networking & Cybersecurity Fundamentals
- Software Development & Programming (Python, Java)
- IT Support & Troubleshooting
- Business Information Systems

🌐 Languages

English

Swahili