YASIR MAHMOOD



***Customer Servicing and Key Account Management***

**Level 2 – Chartered Institute of Marketing (CIM, UK) - (Reading) Dip. In Islamic Banking and Finance - IBSL**

# PROFILE

**CONTACT**

A well-organized visionary individual with banking industry

experience for 9 years who is striving with an ultimate passion to

serve his community and organization, through top notch Customer Servicing and client Management. A Versatile personality who has hands on experience across all touch points in CRM and Account Management.

Bringing in innovative Account Management concepts and Customer Servicing methods while allowing individuals to grow and sustain in their work environment brings him tremendous job satisfaction. The biggest strength is being able to co-ordinate and lead all team resources whilst allowing fellow colleagues to improve their performance.

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 [**Yasir\_mahmood@live.com**](mailto:Yasir_mahmood@live.com)

 [**Yasir Mahmood**](https://www.linkedin.com/in/yasirmahmood12)

## English, Tamil, and Sinhala



**EXPERIENCE & EXPOSURE**

**Amana Bank Limited, Sri Lanka – *Banking and Finance***

**Relationship Officer – Expat Banking Department** (August 2020 to November 2021) **Relationship Executive – Expat Banking Department** (November 2019 to August 2020) **Customer Service Representative – Contact Center** (April 2017 to November 2019)

**MCB Bank Limited, Sri Lanka – *Banking and Finance***

**Customer Service Representative – Islamic Unit** (June 2014 to March 2016)

**Amana Bank Limited, Sri Lanka – *Banking and Finance***

**Head Teller – Branch Cash Operations** (November 2012 to September 2013)

**Customer Support Representative – Branch Banking Operations** (January 2012 to October 2012)

## CAREER EXPOSURE

* Developing trust relationships with a portfolio of major clients to ensure they do not turn to competition.
* Acquiring a thorough understanding of key customer needs and requirements
* Expanding the relationships with existing customers by continuously proposing solutions that meet their objectives.
* Ensure the correct products and services are delivered to customers in a timely manner.
* Serve as the link of communication between key customers and internal teams.
* Resolve any issues and problems faced by customers and deal with complaints to maintain trust.
* Play an integral part in generating new sales that will turn into long-lasting relationships.
* Prepare regular reports of progress and forecasts to internal and external stakeholders using key account metrics.



**EDUCATIONAL QUALIFICATIONS**

**ACADEMIC QUALIFICATIONS**

* + General Certificate of Education Ordinary Level (G.C.E. O/L) in English Medium (2009)

o School Attended – Hejaaz International School

## PROFESSIONAL QUALIFICATIONS

* Level 2 - Chartered Institute of Marketing (CIM,UK) – Synergy Marketing College, Colombo (Reading)
* Diploma in Islamic Banking (Dip. In IB) – Institute of Bankers Sri Lanka



**ACHIEVEMENTS**

* + Best Contact Center Agent - Amana Bank Awards Night 2018



**KEY SKILLS AND COMPETENCIES**

* Effective Communication
* Attention to Detail.
* Problem Solving and Decision Making
* Intercultural Sensitivity and Language Skills
* Company and Customer Expertise
* Influencing and Persuasive
* Skilled Negotiation
* Value Based Selling



**EXTRA CURRICULAR ACTIVITIES**

* Volunteer – Spinfit Sundown 2016 (Organized by the Strategy College of Marketing)
* Champions – Retail Banking Cricket Championship (Member of the Winning Team)
* Member – School Swimming Team
* Participated in LSR Colombo Marathon - 2016

# PERSONAL INFORMATION



* Gender - Male
* Nationality - Sri Lankan
* Civil Status - Married
* Date of Birth - 12th November 1993
* N.I.C. Number - 933710047v
* Covid 19 vaccination - Fully Vacinated



**NON-RELATED REFEREES**

Upon Request