

Mark Baker W.

Senior Business Analyst

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PROFILE

Senior Business Analyst, with a 29 years track record of driving innovative revenue-producing strategies and products for one of the top Fortune 500 banks in America. Organized professional with the ability to conceptualize, analyze, and see both profitability and customer service sides of issues. Repeatedly took on new challenges and delivered creditable and impressive results to senior leadership. Committed to excellence, extending to relationship building, inspiring team members, and gaining the respect of others.

AREAS OF EXPERTISE

➤ Management Protocols ➤ New Product Development ➤ Productivity Increase ➤ Customer Relationship Management
➤ Client Project Liaison ➤ Strategic Initiative Implementation ➤ Credit Administration ➤ Customer Complaint Resolution
➤ Return on Investment (ROI) ➤ Business Opportunity Development ➤ Customer Service ➤ Consumer Lending

SELECTED MILESTONES & ACCOMPLISHMENTS

- Selected for World Class Customer Experience individual award for template which resulted in improved feedback by 157%.
- Selected for World Class Customer Experience team award for E2E escalation pilot.
- 1st person in program history to be selected for both individual and team award.

PROFESSIONAL EXPERIENCE

Wells Fargo Bank, San Francisco, CA

Oct 2009-Present

- **Assistant Vice President** (October 2017-Present)
- **Education Manager** (Oct 2009-Oct 2017)

HSBC Bank, Garden Grove, CA

Assistant Sales Manager

Oct 2009-Present

- Served as point of contact for Account Executives, Media Relations, Executive Relations, and National Customer Experience Team.
- Collaborated on development and implementation of End-to-End Manager Escalation pilot. This provided a stream-lined process, key in reducing number of transfers or handoffs, while increasing the speed of resolution to "request for manager" inquiries.
- Implemented new manager escalation tracking tool called COMMIT to capture voice of the customer, identify trends and pinpoint opportunities for improvement across multiple sites.
- Designed and implemented new Executive Complaint template to improve timing, consistency, and quality of coaching feedback to associates and reduce overall complaints.
- Redesigned post call customer service survey questions. Analyzed results, reported trends, and provided analysis to senior leadership team.
- Developed mystery caller program with a separate 800 number to evaluate the associate's knowledge and customer service experience across multiple sites.

PROFESSIONAL DEVELOPMENT | TRAINING

➤ Six Sigma Fundamentals ➤ Creating an Inclusive Environment ➤ Hiring the Right People Customer Enrichment Program
➤ Developing Others ➤ Call Center Customer Solutions Systems Development Methodology

TECHNOLOGY SNAPSHOT

- MAC & Microsoft Windows OS
- Microsoft Office: Word ➤ Excel ➤ PowerPoint ➤ Outlook
- IEX ➤ COMMIT ➤ HP VRU ➤ Call Management System (CMS) ➤ Fundamentals of Compass / Focus ➤ CentreView Supervisor

EDUCATION

Bachelor of Business Administration • 1990

University of California

- **Majors:** Finance & Marketing