

# Immaqlena Correia

## Customer Service Manager

Result-oriented and creative professional, targeting senior management roles in **Customer Service Management** with an organization of high repute; preferably in **Mumbai/ Hybrid**, leveraging the skills and experience that values customer satisfaction and aims for business growth



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### CORE COMPETENCIES

Strategic Planning & Execution

Dashboard Creation & Maintenance

Client Relationship Management

Process Improvement & Excellence

Stakeholder Engagement & Management

Recruitment & Onboarding

Training & Mentoring

Team Building & Leadership

Escalation Management



### PROFILE SUMMARY

- Decisive, strategic, and performance-driven professional with **over 15 years** of experience in effectively managing **Customer Service Teams** and leading them toward success
- An **ambassador of change** with the capability of successfully setting out standards for various operational areas; implementing quality systems & procedures to facilitate a high-quality customer experience, while adhering to the SLA
- Consistent top performer** with skills in building high-performing teams that excel in delivering business value with high morale & low attrition
- Experienced in **leading dedicated teams** for running successful process operations with proven capability of achieving organizational targets
- A specialist in **customer service & operations** with experience in Customer Lifecycle Management and Customer Experience & Delight
- Customer Segmentation**: identified strengths, weaknesses, and opportunities in the current customer base, opportunities, and challenges for growing the customer base
- Possess a high level of expertise in **talent acquisition, training, process improvement, and documentation**
- Proficient in developing & managing performance dashboards for daily **operations** and monthly **Key Result Areas (KRAs)**
- Impeccable record of building **high-performance teams**, implementing continuous improvement programs, partnering with multiple global stakeholders, and working in a highly matrix environment
- Versatile and focused Customer-Centric Leader** with proven talent in guiding team members & enabling knowledge sharing amongst them; problem-solver & decision-maker with extensive experience in proposing solutions & alternatives to achieve business & operational excellence



### WORK EXPERIENCE

**Dec'22 – Mar'23: Bonanza Portfolio Ltd., Navi Mumbai as Customer Service Manager**

#### Key Result Areas:

- Led a team of 3 members, offered effective leadership & guidance to drive success
- Acted as the primary point of contact for resolving customer issues, ensuring timely resolution
- Spearheaded recruitment and training programs to develop a top-performing team
- Developed & recorded streamlined processes to optimize operations and improve overall efficiency
- Established and managed a comprehensive dashboard to monitor daily activities effectively
- Compiled & updated monthly Key Result Areas (KRAs) for the team's performance evaluation
- Implemented an efficient email communication system to enhance customer engagement
- Effectively optimized the KYC process, leading to enhanced operational efficiency

**May'17 – Dec'22: Sharekhan Ltd., Mumbai**

#### Growth Path:

- 2017 – 2019: Student Support Specialist
- 2019 – 2021: Team Leader
- 2021 – 2022: Assistant Manager



### EDUCATION

- 2014** ● **Chartered in Financial Analysis**  
ICFAI University
- 2013** ● **MBA in Operations**  
ICFAI University
- 2007** ● **B.Com.**  
Mumbai University



### CERTIFICATIONS

- Commodity Derivatives Certification – NISM in 2022
- Currency Derivatives Certification – NISM in 2022
- Mutual Fund Distributors Certification – NISM in 2021

- Equity Derivatives Certification Examination – NISM in 2021
- 280 Hour International Advanced Diploma in TESOL/TEFL – Asian College of Teachers in 2020
- Diploma in ILETS & PTE Training – uFaber Edutech Pvt. Ltd. in 2019
- Diploma in Business and English Communication – uFaber Edutech Pvt. Ltd. in 2019
- Lean Six Sigma Green Belt – Asian Institute of Quality Management in 2018

## TECHNICAL SKILLS

- Proficient in **Microsoft Office Suite (Word, Excel, PowerPoint)**
- Experienced in using **CRM software** for customer relationship management
- Knowledgeable in **email communication systems** and **quality monitoring tools**
- Familiarity with **KYC processes** and **onboarding procedures**

## SOFT SKILLS



## PERSONAL DETAILS

**Date of Birth:** 8<sup>th</sup> December 1986

**Languages Known:** English, Hindi, & Marathi

**Address:** 5/313, Village Ward, Near Village Dispensary, Fr. Peter Pereira Road, Kurla West, Mumbai – 400070, Maharashtra

### Key Result Areas:

- Managed a team of 20 members, overseeing their performance and development
- Acted as the first point of escalation for customer issues, ensuring timely resolution
- Led recruitment and training efforts to build a skilled and motivated team
- Created & documented processes to streamline operations & enhance productivity
- Developed & maintained a dashboard for tracking daily activities and performance
- Prepared and maintained monthly KRA for the team, setting clear goals and targets
- Conducted sessions for students, both on-location and online, to enhance their knowledge

### Dec'13 – Apr'17 | FitnessForce, Grip Technologies Pvt. Ltd., Mumbai

#### Growth Path:

- 2013 – 2015: *Key Accounts Manager*
- 2015 – 2017: *Customer Experience Manager*

### Key Result Areas:

- Served as the one-point contact for clients, ensuring their satisfaction and loyalty
- Managed a team of Account Managers, providing guidance and support
- Onboarded new clients and facilitated a smooth transition to the steady state stage
- Conducted consistent follow-ups and training to ensure client satisfaction
- Configured and set up FitnessForce software based on client processes
- Provided training on software usage for national and international clients
- Managed regular clients and maintained strong relationships
- Handled queries, issues, and escalations from clients, ensuring prompt resolution
- Coordinated with internal teams to meet customer requirements
- Led process management, quality management, recruitment, and floor management
- Earned promotion from **Account Manager** and received **Employee of the Month recognition**

### Apr'12 – Apr'13 | SBI Cap Securities Ltd., Mumbai as Team Leader

#### Key Result Areas:

- Headed a team of 25 executives, ensuring their productivity and performance
- Managed floor operations, monitoring breaks and call quality
- Led end-to-end recruitment process, from screening CVs to onboarding selected candidates; designed and conducted training modules for new executives
- Suggested process improvements to enhance client servicing
- Addressed escalations from irate customers through voice, non-voice, and walk-in interactions
- Tracked team performance and provided suggestions to achieve targets
- Sent outbound mailers to a large number of customers
- Assisted the Quality Manager in tracking team quality and provided feedback to team members
- Conducted webinars to enhance team knowledge and skills

### May'07 – Feb'12 | Sharekhan, Mumbai

#### Growth Path:

- 2007 – 2009: *Customer Service Executive*
- 2009 – 2010: *Senior Executive*
- 2010 – 2012: *Team Coach*

### Key Result Areas:

- Managed Indian and NRI clientele, ensuring their satisfaction and loyalty
- Headed a team of 15-20 executives, providing guidance and support
- Assisted executives in handling customer queries through calls and emails
- Handled escalations, both verbal and written, ensuring prompt resolution
- Sampled executive quality and assisted the Quality Head in maintaining high standards
- Tested new products launched by the company; sent outbound mailers to customers