

# MOHSIN KHAN AFRIDI



## OBJECTIVE

Seeking a position in a growth oriented organization that will take full advantage of my interpersonal skills, hard work, ability to learn quickly, as well as offer me the opportunity for increasing levels of responsibility and professional growth.



## EMPLOYMENT HISTORY

### SUMMARY



**CEMCON Mechanical Engineering L.L.C - Ajman, United Arab Emirates**  
Sales Manager  
*August 2024 till date*



**Self Employed - Pakistan**  
Small scale business including rent a car & gaming zone.  
*Feb 2022 till July 2024*



**Pak Telecom Mobile Limited (Ufone GSM) - Pakistan**  
Assistant Manager - Business Center Manager (Joint Shops)  
*Oct 2019 - Dec 2021*

Key Account Manager / Relationship Manager (Corporate Sales/Services & Priority Services)  
*March 2010 - Sept 2019*

In-charge Service Center (University Road, Peshawar)  
*Jan 2009 - Feb 2010*

Customer Care Executive/Senior Executive (Service Center)  
*April 2006 - Dec 2008*

GPRS Coordinator - Outbound (Call Center)  
*Jan 2005 - March 2006*

Customer Care Executive - Inbound (Call Center) *Jan 2004 - Dec 2004*



**Roche Pharmaceuticals Pakistan Ltd. - Pakistan**  
Medical Sales Representative  
*May 2001 - Jan 2004*



**S.M.A.L Traders (Shell Pakistan Ltd.) - Pakistan**  
Inventory In-charge & Assistant Accountant  
*June 1999 - Nov 2000*



## CONTACT



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## PERSONAL INFORMATION

Emirates ID: 784-1979-6372932-8

Passport Number: EU4133822

Marital Status: Married

Nationality: Pakistani



## EDUCATION

B. Com 1998

Rawalpindi College of Commerce



## EMPLOYMENT HISTORY

### CEMCON Mechanical Engineering L.L.C - Ajman - United Arab Emirates

Sales Manager

*August 2024 till date*

- Act as the primary point of contact for cement company clients.
- Build and maintain strong relationships with key stakeholders, including plant managers, procurement heads and maintenance teams.
- Conduct regular site visits and meetings to understand client needs.
- Promote and sell mechanical engineering solutions, such as heavy machinery, industrial equipment and maintenance services.
- Identify business opportunities within cement plants, including equipment upgrades, spare parts supply and service contracts.
- Prepare and deliver proposals, technical presentations and commercial offers.
- Understand the technical requirements of cement plants and recommend appropriate mechanical solutions.
- Work closely with engineering teams to customize solutions for cement production, clinker processing and kiln operations.
- Assist clients in troubleshooting mechanical issues and coordinating after-sales support.
- Negotiate contracts, pricing and service agreements with cement companies.
- Ensure compliance with company policies and UAE regulations.
- Handle contract renewals, modifications and dispute resolution.
- Ensure high customer satisfaction by providing timely support and solutions.
- Address concerns related to equipment performance, maintenance schedules and spare parts availability.
- Develop strategies to retain key accounts and prevent competitors from entering the market.
- Monitor trends in the UAE cement industry, including expansion projects and technological advancements.
- Keep track of competitors' offerings and pricing strategies.
- Provide insights to senior management to refine sales and marketing strategies.
- Work with design, production and service teams to ensure smooth delivery of mechanical solutions.
- Coordinate with supply chain and logistics teams for timely equipment delivery and installation.
- Collaborate with finance teams for invoicing, payment follow-ups and budgeting.
- Track key performance indicators (KPIs) such as revenue growth, client retention and service efficiency.
- Prepare regular reports for senior management on sales performance and account status.
- Recommend improvements in product offerings and service models based on customer feedback.
- Ensure all equipment and services comply with UAE industrial safety standards and environmental regulations.
- Educate customers on best practices for equipment maintenance and operational safety.



### Self Employed - Pakistan

*Feb 2022 till July 2024*

- Managed a small-scale business setup engaging personal car on rental basis & established a gaming zone.



## Pak Telecom Mobile Limited (Ufone GSM) - Pakistan

Assistant Manager - Business Center Manager (Joint Shops)

*Oct 2019 - Dec 2021*

- Responsible for the overall operations of joint shop and personnel performance
- Ensure achievement Center KPI targets like sale targets, up selling of value-added services, Quality of Services of shop, etc.
- Coordination with other departments for timely resolution of customer and center issues with internal & external departments
- Conduct routine morning sessions, de-briefing sessions, and in center trainings to employees on regular basis. It includes random product knowledge tests to ensure employee compliance with company SOP's and policies
- Ensure all center employees provide customer services & meet individual KPI's so overall KPI's of center achieved. This includes providing weekly reports to staff and counseling employees to meet company standards
- To keep check and balance of daily cash flow and provide accurate closure of daily accounts to finance
- Maintain and upgrade center outlook to meet company standards
- To ensure compliance & maintenance of office decorum and attendance of all center employees including proper following of roster duties



## Pak Telecom Mobile Limited (Ufone GSM) - Pakistan

Key Account Manager / Relationship Manager (Corporate Sales/ Services & Priority Services)

*March 2010 - Sept 2019*

- Serve as the primary point of contact for key accounts.
- Build and maintain strong relationships with clients.
- Understand customer needs and ensure excellent service delivery.
- Develop and execute sales strategies to meet revenue targets.
- Up-sell and cross-sell cellular products, such as postpaid plans, prepaid plans, enterprise solutions, value added services and bulk data packages.
- Negotiate contracts and pricing to maximize profitability.
- Act as a liaison between the client and internal teams (technical support, billing, network operations).
- Ensure quick resolution of complaints and service issues.
- Provide after-sales support to enhance customer satisfaction.
- Identify new business opportunities within existing accounts.
- Analyze market trends and customer data to anticipate needs.
- Work with product teams to develop customized solutions.
- Track key performance indicators (KPIs) such as revenue growth, retention rates and customer satisfaction.
- Prepare reports and presentations for management and stakeholders.
- Provide regular feedback to improve service offerings.
- Collaborate with marketing, finance, and technical departments to align services with customer expectations.
- Ensure smooth implementation of new plans or service changes.
- Ensure all agreements comply with company policies and industry regulations.
- Handle contract renewals and renegotiations.
- Monitor competitor activities and market trends.
- Provide insights to improve competitive positioning.

- Serve as a dedicated point of contact for individual customers, understanding their unique needs and preferences.
- Regularly reach out to customers to update them on new services, plan changes or promotional offers.
- Advise customers on the most suitable mobile plans, devices and value-added services.
- Identify opportunities to introduce additional products or upgrade services to enhance customer value and boost company revenue.
- Address and resolve customer complaints or issues efficiently, coordinating with technical support, billing or other internal departments as needed.
- Implement strategies for service recovery to retain customers and maintain high satisfaction levels.
- Provide clear explanations on service features, usage tips and troubleshooting steps to help customers get the most out of their mobile experience.
- Guide customers on using digital tools like mobile apps and online portals for managing their accounts independently.
- Gather customer feedback through surveys or direct communication to understand their satisfaction and areas needing improvement.
- Monitor key performance indicators such as customer retention rates, satisfaction scores and service usage patterns, reporting findings to management for continuous improvement.
- Work closely with sales, marketing, technical support and billing departments to ensure that customer needs are met holistically.
- Assist in the implementation of targeted marketing campaigns or loyalty programs aimed at individual customers.
- Ensure that all interactions and customer agreements adhere to company policies and relevant regulatory requirements.
- Regularly review customer service processes and advocate for enhancements that improve the overall customer experience.

**Ufone**

**Pak Telecom Mobile Limited (Ufone GSM) - Pakistan**

In-charge Service Center (University Road, Peshawar)

*Jan 2009 - Feb 2010*

- Responsible for the overall operations of service center and personnel performance
- Ensure achievement Center KPI targets like sales targets, wait & serve time, up-selling of value-added services, Quality of Services of center, etc
- Coordination with other departments for timely resolution of customer and center issues with internal & external departments
- Conduct routine morning sessions, de-briefing sessions, and in center trainings to employees on regular basis. It includes random product knowledge tests to ensure employee compliance with company SOP's and policies
- Ensure all center employees provide customer services & meet individual KPI's so overall KPI's of center achieved. This includes providing weekly reports to staff and counseling employees to meet company standards
- To keep check and balance of daily cash flow and provide accurate closure of daily accounts to finance
- Maintain and upgrade center outlook to meet company standards
- To ensure compliance & maintenance of office decorum and attendance of all center employees including proper following of roster duties
- Provide daily, weekly & monthly reports to management on center KPI's and performance



### Pak Telecom Mobile Limited (Ufone GSM) - Pakistan

Customer Care Executive (Bank Road, Saddar, Service Center, Rawalpindi) / Senior Executive (Commercial Market, Service Center, Rawalpindi)

*April 2006 - Dec 2008*

- Responsible for the sale of Ufone prepaid and post paid numbers
- Responsible for dealing with customers on front desk and handling all problems such as connection queries, billing details, making adjustments for wrong billing, handsets and laptops configuration in different ways including Blackberry, U-mail, GPRS & MMS, etc.
- Handled all post-paid and corporate accounts
- Ensuring customers satisfaction through quick resolution of their problems and queries
- Making daily, weekly and monthly reports on Customer Care activities so as to give proper feedback to management and also to remove any dispensaries in operations that may arise
- Help in the administrative matters as petty cash, office maintenance, expense calculation, staff discipline, attendance, coordination with other departments, and other office matters that may arise



### Pak Telecom Mobile Limited (Ufone GSM) - Pakistan

GPRS Coordinator - Outbound (Call Center)

*Jan 2005 - March 2006*

- Handling GPRS and MMS unresolved queries
- Represented Ufone value added GPRS based services in Ministry of IT and Telecom
- Developed GPRS configurations for new handsets coming to market
- Ensuring that all the queries pertaining to GPRS/MMS functionality are resolved within stipulated time frame
- Assisting Ufone subscribers on-line regarding existing products and services like VPN, GPRS, MMS, WAP troubleshooting, billing clarification and other value-added services
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### Pak Telecom Mobile Limited (Ufone GSM) - Pakistan

Customer Care Executive - Inbound (Call Center)

*Jan 2004 - Dec 2004*

An active member of call center team during phase II, III & IV, which has achieved a subscriber base of more than 2 million within just three years' time span. Nature of job includes a wide range of professional service including:

- Completing call targets of 280 calls per day
- Maintain good quality of communication with the customer which includes energetic tone, helping attitude and a smile/sympathy for the customer's concerns
- Having updated product knowledge to convey authentic information to the customer
- Efficient system handling to resolve customer's issues online for with a concept of FCR (First Call Resolution)
- Time management w.r.t attending daily shift meetings before or after the respective shift
- Actively participating in the projects given by the management from time to time
- Maintain floor decorum to have a professional environment as per management's policy



### Roche Pharmaceuticals Pakistan Ltd. - Pakistan

Medical Sales Representative

*May 2001 - Jan 2004*

- Prepared daily, monthly, quarterly and yearly sales reports (sales volume and sales figures) as well as budgets for various assigned territories (regions in Pakistan)
- Developed marketing strategies for products including revenue projection Increase sales through extensive market plans and maintained sales figures and monitored sales proceeds targets



### S.M.A.L Traders Shell Pakistan Ltd. - Pakistan

Inventory In-charge & Assistant Accountant

*June 1999 - Nov 2000*

- Track inventory levels of lubricants, ensuring optimal stock availability to meet customer demands while minimizing excess stock.
- Oversee the receiving process for lubricant deliveries, verifying quantities and inspecting for damage or discrepancies.
- Maintain accurate records of all inventory transactions, including receipts, transfers, and sales.
- Conduct regular inventory audits to identify discrepancies, manage stock rotation, and ensure compliance with quality standards.
- Communicate with suppliers regarding orders, delivery schedules, and product quality issues.
- Manage the order fulfillment process, ensuring timely and accurate picking and packing of lubricants for dispatch.
- Collaborate with logistics teams to plan and execute efficient delivery routes, ensuring timely distribution to customers.
- Prepare and verify all necessary shipping documents, including invoices, packing lists, and delivery notes.
- Liaise with customers regarding order status, delivery schedules, and any issues that may arise.

- Oversee warehouse staff involved in inventory management and dispatch, providing training and guidance on processes and safety protocols.
- Ensure adherence to safety regulations and best practices in the handling and storage of lubricants.
- Generate reports on inventory turnover, dispatch efficiency, and stock levels for management review.
- Analyze sales trends and inventory data to forecast future inventory needs and make recommendations for procurement.
- Assist in recording daily financial transactions, including sales, purchases, and expenses.
- Assist in managing accounts payable and receivable, including tracking payments and sending reminders for overdue accounts.
- Support the preparation of daily & monthly financial statements, such as balance sheets and profit and loss statements.
- Provide support to senior accountant in various accounting tasks as needed.



## TRAINING / WORKSHOPS

- Basic training course on selling and marketing from ROCHE Pharmaceuticals in collaboration with **AMERICAN MANAGEMENT ASSOCIATION**
- Attended various comprehensive training programs under the highly skilled and qualified professionals of PAK Telecom Mobile Ltd. (Ufone). The basic objective of these training programs was to impart some essential skills about
  - Handling of Systems (SAP, CRM, WCMS, One view, Cares etc.)
  - Customer Care policies & procedures
  - Existing products (VPN, GPRS, MMS, WAP, international Roaming,
  - Online payment, etc) of Ufone
  - Customer Care processes
  - Sharpening of handling skills
  - Communication Skills
  - Project Management



## COMPETENCY

- Analytical Thinking and Decisiveness
- Innovation
- Communication/Listening and responding
- Concern for accuracy and quality
- Customer Focus
- Drive for achievement
- Team working and ownership
- Technical/professional expertise



## INTERESTS



READING



MUSIC



CRICKET



TABLE TENNIS