WERA, **BELINDA JUBILANT**

# SUMMARY

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# PEOPLE DEVELOPMENT | TECHNOLOGY | SERVICE | LEADER

My mission is to uplift and serve people, businesses and organizations. An active learner and teacher able to translate complex data into simple practical information. Creating and managing relationships is a super power that enables me to work cross functionally for sustainable improvement of people, processes, systems and products.

# CORE COMPENTENCIES

**Customer Experience | Training & Quality | Digital Care & Automation | Vocal Artist**

Problem Solving | Process development | Project Management | Service | Effective communication | Content Creation| Resource management| Teamwork | Capacity Building | Emotional Intelligence | Mobile Money | Continuous learning.

**SELECTED PROFESSIONAL EXPERIENCE**

**VODACOM TANZANIA PLC** (Technology & Communications)

**Manager: *Digital Care and Automation* May 2021 to Present** Leading teams that are responsible for Digital customer support channels and Automation of manual and repetitive processes. Saved the company over TZS 200M due to improved efficiencies due to automation. **Nov 2021 CEO award:** Best team category.

***Manager: Training & Quality* Apr 2017 - Apr 2021**

Leading a team of 7 individuals consisting of Trainers and Quality Assessors to improve customer experience through development and implementation of training delivery strategies, ensuring service quality, providing feedback on Go to Market process, reviewing customer product and service journey, communications and ensuring the team is knowledgeable, engaged, and inspired. Attending to all products GSM and Mobile Financial Services.

# Key Accomplishments

* Saved over TZS 250m due to launching of in-house audiovisual creation studio for training
* Reduced product training and assessment by 50% due to an introduction of online training portal
* Leading transformation programs like introduction of agile squad for Robotic Process Automation to improve efficiency, reduce cost and improve overall customer/employee experience.
* Achieving number 1 position on Net Promoter Score for Customer Service over 3 years, due to constant quality improvement, performance coaching and training
* Leading the implementation of frontline empowerment program that has improved first contact resolution by 7%
* Leading a team of 7 engaged and high performing individuals that drive training for over 170,000 frontline staff countrywide

***Business Development M-Pesa (Job Rotation)* Apr 2019 – Dec 2019** This is an on a job rotation program for top performers. Being part of the Mobile Money Business Development and Marketing teams, I worked on Business Development, Product reviews, Partners Management, Regulator Engagement, Commercial and Contractual negotiations.

# Key Accomplishments

* Secured 220,000 pounds from writing a grant proposal for GSMA Innovation Fund for Digitization of Agricultural Value Chains that Vodacom used to accelerate its connected farmer program
* Created customer campaigns that increased the transaction frequency by 100%.
* Championed loan products launched working with partner banks and internal stakeholders.

***Manager: Training, Incentives & Communications* Feb 2015 – Mar 2017** Leading a team of 3 to improve customer experience through development of an incentive plan and a communication strategy for over 800 Customer Service Staff. Review Go To Market team for all new product, ensuring availability of support tools and processes. Also, actively participated in the Mobile Money and other product trainings, system upgrades. Worked with channel owners to develop and build capacity for over 170,000 frontline staff – customer care both front office and back office, retail channels, and High Value relationship managers that interact with customers directly.

# Key Accomplishments

* **Oct 2017 CEO award:** Best Cross-functional team, launch of Initial Public Offer (IPO) in Vodacom Tanzania
* **Nov 2015 Chief’s Monthly award:** Team of the month my team was the best team in customer service department.
* **Jun 2015 MD’s award:** Best Cross-functional team for launch of International Money Transfers service with Safaricom, Kenya.

**EAST AFRICAN COMMUNITY** (Intergovernmental Organization)

***Public Relations Assistant* Oct 2011 to Jan**

# 2015

I Organized Conferences, Head of States Summits, Seminars, Workshops, Exhibitions and Trade shows in all Partner States that increased stakeholder engagement. Also, prepared press release, news articles, EAC Magazine, for the media and supported all media relations. Maintained internal expenditures control systems, which resulted to proper utilization of departmental funds. I was a Tour guide to Diplomats and Foreign delegates visiting East African Community and providing adequate briefing on the EAC.

**Key Accomplishments:** Delivered projects within departmental budget of USD 1 Million. Media engagement and management for coverage of EAC activities in local and regional new outlets.

# SELECTED CERTIFICATIONS & CREDENTIALS

***Masters of Business Administration,*** Eastern & Southern African Management Institute(ESAMI), Arusha, TZ

**Post Graduate Diploma in Business Administration,** Wits Business School, Johannesburg, SA

**Bachelor of Arts in Public Relations and Marketing,** St. Augustine University of Tanzania (SAUT), Mwanza, TZ **Certified Digital Finance Practitioner,** Digital Frontiers Institute, Capetown, SA & Tufts University, Massachusetts USA

**Secretary**, Digital Finance Association Tanzania, Dar Es Salaam, TZ

**YALI, Mandela Washington Fellowship for Young African Leaders,** Howard University, Washington DC, USA

**Local chapter President**, AIESEC - International Youth Leadership organization, SAUT, Mwanza, TZ

# REFERENCES

To be shared upon request.