

## SUMMARY

20 years experience in Strategic Customer Experience Management, Operations, Quality Assurance & Process Improvement. Established and turned around a number of Customer Experience/ Operations Departments at leading organizations across several industries (e-commerce, retail and logistics). Worked with both start-ups and established companies: **SWVL, Uber, Glovo, OLX, Otlob.com, Bee, IKEA**

Developed a methodology that combines employee motivation and empowerment, extensive product knowledge training, best practice processes and deep analytics to serve as a strong Customer Experience Department as part of the global organization. Worked closely with Growth & Strategy to ensure customer is at the core of all processes through Voice of Customer Programs, Customer Journey Mapping and Customer Engagement and Research Techniques for demand creation, brand equity improvement and overall business efficiency.

## SKILLS

Experience Design	● ● ● ● ●	Project Management	● ● ● ● ●
Customer Journey Mapping	● ● ● ● ●	Regional People Management	● ● ● ● ●
Strategic Operations Management	● ● ● ● ●	Training & Development	● ● ● ● ●
Process Optimization	● ● ● ● ●		

## EXPERIENCE

### Global Head of Experience

**IKEA** Apr 2019 - Present

- Manage end-to-end Customer & Captain Experience across 6 markets.
- Manage regional teams of 250+ FTE
- Overseeing full Captain Operations scope including filtration, on-boarding, training, captain support, and Fleet movement and operations.
- Initiation of outsourced BPO project & internal crisis management & VoC Extra mile teams.
- Successfully improved multiple core KPIs such as taking CSAT from 55% to 85% and Quality Assurance from 62% up to 90%.
- Project Management of key operational projects with different stakeholders: Growth, Marketing, Product, Operations, Finance & Expansion.

### Head of Account Management

**Glovo** Nov 2018 - Mar 2019

- Managed team of Senior Business Partners & Account Managers - managing 100+ vendors.
- Responsible for Vendor satisfaction/growth through working closely with all stakeholders
- Creation of strategic Vendor Experience strategies to improve retention & prevent churn.

### Head of Customer Experience

**Uber** Jan 2018 - Jul 2018

- Played key role in introducing the new function of Experience Management working with local, regional and global teams.
- Managed end-to-end experience for Riders & Drivers.
- Designed Customer Journey/Experience Optimization strategies

- Transformed driver experience journey inside GLH in Cairo & Alexandria & improved core in-person Driver KPIs

### **Regional Head of Customer Operations**

**OLX** *Oct 2014 - Oct 2017*

- Transitional GM, HR Manager & Finance/ Admin for 10 months
- Managed regional team of 100+ FTE 24/7 Operations; working closely with Country Managers across 8 countries
- Lead Customer Experience service delivery for OLX Mena total customer base of 15 Million users
- Worked on cross-functional initiatives with Growth, Sales and Strategy teams on new customer journey process, seller experience optimization and content quality enhancement improving growth by 300% in 2 years
- Managed B2C & C2C client retention activities and helped increase revenue
- Implemented UX tests/ experiments for product development through working with UI/UX teams to ensure delivery of a top product that meets users' needs
- Devised rigorous QA KPIs to improve Content Quality: +40% improvement; CSAT from 70% to 90%+

### **Customer Relations & Operations Manager**

**IKEA** *Jun 2012 - Jul 2013*

- Managed full scope of Customer Services, Checkouts and Exchange & Refund, Home Delivery & Assembly, Health, Safety & Property Maintenance and Cleaning and Security during pre-opening phase
- Built 130+ FTE Team; trained & developed, and developed comprehensive Opening strategy.
- Developed Customer Experience Strategies for retention, driving sales, customer feedback channels, quality assurance & continuous improvement and operational services.
- Project Manager for full-fledged SOPs across all departments including process mapping and gap analysis and procedural improvements.
- Sourcing, requirements drafting, tendering and selection of vendors for Home Delivery & Assembly, Security, Cleaning and Money Transit.
- Devised Customer Research strategies: CSAT Survey, instore interviews, customer flow analysis, focus groups, customer home visits & competitor analysis

### **Senior Customer Care & Training Manager**

**V Smart Payment Solutions** *Jan 2010 - May 2012*

- Established Customer Care Department from scratch
- Built full-fledged in-house Call Center; selecting system hardware & software and liaising with developers to create customized CRM software; operational planning of manpower and training needs, full turnkey project planning in liaison with IT Department with different phase planning for capacity increases.
- Created all Customer Care policies, procedures, programs and standards and generated department goals, objectives and mechanisms.
- Developed Customer Service strategies
- Competitive analysis of market through constant research & creation of periodic internal newsletters & detailed reports.
- Created comprehensive internal/external processes with departments and Service Providers for organizing workflow across all functions for enhanced quality assurance and smooth operations.

## **EDUCATION**

### **MIBA (Masters in International Business Administration)**

**San Jose State University** *Jan 2013 - Feb 2015*

- Major in Marketing & Consumer Behavior
- Thesis: Customer Experience Management

**Advanced Diploma | Consumer Behavior & Market Research**

Georgia Institute of Technology *Sep 2004 - Jun 2005*

Bachelor of Arts in Mass Communication & Journalism

University of Southern California *Sep 1997 - Jun 2000*

## LANGUAGES

English (Native)



German



French



Arabic

