

CYREL SORIANO

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PROFESSIONAL SUMMARY

Customer service professional with 4+ years of experience in inbound and chat support, currently with Cognizant since December 2021. Proficient in handling complex financial and customer service inquiries using Genesys Cloud, LivePerson, and Avaya. Strong background in compliance-driven environments, sales support, process execution, and team collaboration. Experienced in Salesforce CRM for lead generation, retail projects, outbound and inbound sales tracking, and customer delivery monitoring. Detail-oriented, adaptable, and consistently recognized for meeting performance metrics and improving customer satisfaction.

CORE SKILLS

- Customer Service & Chat Support (Inbound & Digital)
- Financial & Transfer Agency Support
- Business Process Management
- Compliance & Regulatory Adherence
- Sales Leadership & Training
- Salesforce CRM (Lead Generation, Customer Tracking, Retail Projects)
- Problem-Solving, Accuracy & Time Management

LANGUAGES

- English – Fluent
- Filipino – Fluent
- Spanish – Basic

PROFESSIONAL EXPERIENCE

Process Executive – Transfer Agency

Cognizant Technology Solutions | Dec 2021 – Present

- Provide high-volume inbound and chat support for stock, transfer, and sales-related inquiries while ensuring accuracy and customer satisfaction.
- Facilitate broker transfers, shareholder requests, and corporate action support in compliance with stock exchange and regulatory requirements.
- Deliver end-to-end transaction support, minimizing processing errors and improving turnaround times.
- Utilize Genesys Cloud, LivePerson, and Avaya to efficiently manage customer interactions across multiple channels.
- Support retail projects and sales initiatives using Salesforce CRM for lead generation, outbound and inbound sales tracking.
- Maintain accurate customer delivery records and follow-ups in Salesforce to ensure timely resolution.
- Collaborate with cross-functional teams to streamline workflows and enhance overall service delivery.
- Consistently meet or exceed KPIs, contributing to improved customer retention and service quality.

Sales Team Leader

Anja Marketing – Converge ICT | 2021

- Recruited, trained, and supervised field sales agents to meet performance and revenue targets.
- Led monthly briefings on sales objectives, conversion strategies, and customer care standards.
- Monitored individual and team performance metrics, providing coaching to improve results.

EDUCATION

Bayog National Technical-Vocational High School

Senior High – Humanities and Social Sciences Strand | 2019 – 2020

Balibago National Integrated High School
Junior High | 2015 – 2018