

ADA MBACHU
CUSTOMER SERVICE AND TELESALLES REPRESENTATIVE

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Summary

Experienced Customer Service and Telesales Representative with a proven track record of delivering exceptional service and achieving sales targets. Skilled in managing teams, building client relationships, and driving business growth. Passionate about improving customer satisfaction and maximizing revenue opportunities.

Experience

PROKIP Solutions | Business Development Executive

01/2024- Current

- Identified and targeted prospective clients, including account managers, tech providers, and business owners, to expand the company's client base.
- Conducted thorough market research to understand industry trends, competitive landscape, and potential business opportunities.
- Developed and executed strategic sales plans to meet and exceed sales targets, contributing to the company's revenue growth.
- Leveraged strong communication and negotiation skills to effectively communicate product/service offerings, benefits, and value propositions to clients.
- Built and maintained strong relationships with existing clients, fostering long-term partnerships and ensuring client satisfaction.
- Participated in networking events, conferences, and industry forums to promote the company's services, expand professional network, and generate leads.
- Collaborated with cross-functional teams, including marketing, product development, and customer support, to deliver comprehensive solutions and address client needs.
- Provided regular feedback and suggestions to management for product/service enhancements and improvements based on client feedback and market demands.

Zegaming Nigeria Limited | Customer/Telesales Representative, Team Lead

11/2021-Current

- Led and managed a team of sales representatives, providing guidance, training, and support to ensure team success in meeting and exceeding sales targets.

- Implemented effective sales strategies and campaigns to drive revenue generation for the firm, resulting in increased sales performance and profitability.
- Developed and maintained strong relationships with key clients and partners, fostering loyalty and retention while exploring upselling and cross-selling opportunities.
- Monitored and evaluated sales metrics, KPIs, and performance indicators to track progress, identify areas for improvement, and implement corrective actions for continuous sales growth.
- Utilized CRM software and sales tools to manage customer interactions, track sales activities, and generate sales reports, facilitating data-driven decision-making and sales performance analysis.
- Collaborated with marketing and product teams to align sales efforts with promotional activities, product launches, and marketing campaigns, enhancing brand visibility and market presence.
- Participated in training programs, workshops, and professional development opportunities to enhance sales skills, product knowledge, and leadership capabilities within the sales team.

Africa365 | Customer Service Manager

07/2023-09/2023

- Developed and implemented customer service strategies and initiatives to enhance the overall customer experience and satisfaction levels.
- Managed a team of customer service representatives, providing leadership, training, and performance evaluations to ensure a high standard of service delivery.
- Oversaw day-to-day operations of the customer service department, including handling customer inquiries, resolving issues, and managing escalations effectively.
- Implemented efficient workflows and processes to streamline customer interactions, improve response times, and maximize productivity within the team.
- Monitored and analyzed customer feedback, complaints, and trends to identify areas for improvement and implement proactive measures to address customer concerns.
- Utilized customer service tools and technologies, such as CRM systems and communication platforms, to track customer interactions, gather data, and generate reports for management review.
- Collaborated with cross-functional teams, including sales, marketing, and operations, to align customer service efforts with company goals and objectives.

- Conducted outbound sales calls to potential customers, effectively promoting and selling products or services offered by BettyBingo Limited.
- Utilized persuasive sales techniques and product knowledge to engage prospects, address their needs, overcome objections, and close sales.
- Managed a portfolio of leads and prospects, following up on inquiries, quotes, and sales opportunities to drive conversion and revenue growth.
- Met or exceeded sales targets and quotas on a consistent basis, demonstrating strong sales performance and contribution to the company's sales goals.
- Built and maintained relationships with customers, providing personalized support, addressing inquiries, and resolving issues to ensure customer satisfaction and loyalty.
- Updated customer information, sales activities, and interactions in CRM systems or sales databases, maintaining accurate records and documentation of sales activities.

Education

University of Ibadan

Bachelor of Arts in Theatre Arts | 02/2018

Ferscoat Comprehensive Academy,

West African Senior School Certificate | 06/2011

Skills & abilities

- Customer Relationship Management
- Team Leadership and Training
- Sales and Negotiation
- Communication and Interpersonal Skills
- Time Management and Organization
- Computer Proficiency (MS Office, CRM software)
- Problem Solving and Decision Making

References

- Further reference available upon request