

UMAR SHUKRI

CUSTOMER ACCOUNT SUCCESS & MANAGEMENT | CUSTOMER SERVICE PROFESSIONAL

| 3+ YEARS OF EXPERIENCE

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PROFESSIONAL PROFILE

Skilled professional Complemented with 3 years of experience and a Bachelor's in Marketing with Psychology, and foundation in Human Sciences. Highly adept at resolving complex issues in customer service, including fraud investigations, and collaborating effectively with teams. Proficient in Microsoft Office Suite and SPSS software for advanced data analysis. I am keen to leverage analytical expertise and collaborative nature in customer support and customer success account management to help customer inquiry and ensure motivational teamwork within my own team ensuring customers have peace of mind.

CORE COMPETENCIES AND SKILLS

Competencies:

- **Leadership Skills:** Led by example and motivated others in a collaborative team environment, resulting in a 15% increase in team productivity over six months.
- **Investigation Skills:** Worked closely with internal teams (e.g., legal, compliance) and external partners (e.g., law enforcement) to investigate and resolve fraud cases, contributing to an increase in successful fraud investigations through collaborative efforts.
- **De-escalation and Conflict Resolution:** Maintained composure in challenging situations, effectively communicated with customers experiencing fraud, and built trust throughout the investigation process, resulting in a 25% decrease in customer complaints related to fraud incidents.
- **Management Skills:** Prioritized tasks, delegated effectively, and managed workload efficiently, leading to a reduction in project completion time within the department.
- **Presentation Skills:** Effectively presented complex findings and evidence to stakeholders in a clear and concise manner, achieving an average audience satisfaction rating of 4.7 out of 5 based on post-presentation surveys.
- **Written and Verbal Communication:** Clearly documented findings, presented evidence persuasively, and communicated effectively with stakeholders at all levels.
- **International Experience:** Experience in exchange program to another country and engage with Student Association activity by involving with heritage week program and as well lead new exchange student for next upcoming semester for their orientation.
- **Remote Work:** Managed to keep KPI within expectation and as well higher although not working at the office. Actively involved in team meetings to keep updated with latest updates and new practice to handle escalation and cases.

Technical Skills:

- **Microsoft Office Suite:** Proficient in Word, PowerPoint, and Excel for data analysis, report generation, and presentation preparation.
- **SPSS Software:** Implemented advanced data analysis techniques to identify fraud patterns and predict potential risks
- **JIRA:** Proficient in using JIRA to track project management updates for projects to increase agent occupancy ready time while working and still keep updated on new SOP.
- **Zendesk:** Implemented Zendesk as a medium tool to report and analyze cases and document to make informed decisions for customer support.

CERTIFICATIONS/TRAINING

- **Mentorship Certificate | Agoda | 2023**
- **English Certificate 75/100 (C2 Proficient) | EF SET | 2024**
- **Foundation in Cybersecurity | Google | 2024**

PROFESSIONAL EXPERIENCES

Customer Service Specialist | Agoda International SDN BHD | June 2022 - Present

- **Customer Needs Assessment:** Proficient in utilizing active listening techniques to accurately identify and address customer requirements, facilitating effective assistance with customer inquiries, as reflected by a 15% improvement in customer satisfaction ratings within a 1-year period.
- **Issue Resolution:** Adeptly resolved customer accommodation booking issues, achieving a 90% resolution rate within 24 hours, contributing to a 25% increase in repeat bookings and brand loyalty.
- **Adaptability and Efficiency:** Managed to thrive in a dynamic and fast-paced hospitality environment, adeptly navigating evolving procedures to ensure seamless operations with high levels of customer satisfaction.
- **Leadership and Management:** Took the initiative to handle a team of committee for return to office projects. This helps for people to engage with each other during the week which results in higher productivity during the week.
- **Mentoring and Mentee Project:** Volunteering in a mentoring project for newbies agents. By keeping up with mentees daily performance, able to see which type of issue they would have needed to focus on and improve more either by knowledge of case handling procedure.

Operation Management Intern |ALY Solutions SDN BHD | October 2022 - April 2023

- **Customer Advisory and Assistance:** Developed tailored advice and assistance to prospects based on their group or individual travel needs, ensuring prompt and satisfactory responses to inquiries.
- **Team Collaboration and Communication:** Worked effectively with teams and communicated seamlessly across different departments to ensure business operations ran smoothly.
- **Office Management and Administrative:** Identified and introduced improvement process for hiring new people and onboarding to company by introducing new bookkeeping management and effective use of google workspace.

Barista | Berjaya Starbucks Coffee Company | December 2021 - January 2024

- **Sales and Promotion:** Upsell products and promoted new packages to meet daily sales targets. Developed and implemented sales and marketing strategies to fostered brand loyalty and effectively reached the target market.

EDUCATION

Management & Science University | July 2019 – December 2023

Bachelor's Degree | CGPA:3.1

Altinbas University | September 2021 – February 2022

Exchange Program in Turkey (Bachelor's in Business Management) | CGPA:3.1

Kadir Has University | January 2020 – June 2020

Exchange Program in Turkey (Bachelor's in Business Management) | CGPA:3.5

International Islamic University | June 2016 – June 2017

Foundation Degree | CGPA:3.65

AWARDS

- **Award | Agoda | 2023 Mountain Mover (Implemented the right SOP and highly active participation and engagement)**
- **Award | ALY Resources | Best team Development (Develop new team for operation success)**

REFERENCES

- Ekhsan Iskandar | Team Manager | Agoda| ekhsan.iskandar@agoda.com| +60169806417