



## Hilal & Partners (Vision Consulting Group)

Building 179 – Zone ¾ - 4<sup>th</sup> District Fifth Settlement New Cairo, Egypt.

**T** +202 25 616 003

**F** +202 25 616 3 82

**M** +201223153095

**E** [Chabelaziz@vision-consulting-group.net](mailto:Chabelaziz@vision-consulting-group.net)

## Cherine Abdel Aziz, DBA, MBA

### Senior Director – Customer Relationship Management Head

#### Professional Background

- Having 20 years of CRM & management experience in multinational company.
- DBA, Faculty of Business-Cairo University
- MBA, Arab Academy for Science, Technology & Maritime transport
- BA, Faculty of economics & political science

#### Proven Track Record

- Cherine accomplished numerous achievements including turning the performance of several Dept from low to top by identifying needs & requirements, generating solutions, creating regular dashboard, reallocating resources, reviewing KPI's, enhancing process & following agreed business plan ...etc.)
- Contribute in maximizing company revenues by strengthen the company –customer bond & create campaigns & offer plans & responsible for proposing and implementing operational policies whereby the customer voice is delivered & customer complaints are solved from root cause.
- Applying COPC standards on customer care Dept along with achieving best performance in terms of end to end SLA for customer inquiries, quality monitoring, productivity ...etc
- Increasing customer satisfaction, loyalty & minimize churn rate by taking initiatives in customer satisfaction via process improvement plans.

#### Capabilities

- Providing the customers with End to End solution for CRM process & continuous improvements
- Organize and execute assigned business projects on behalf of clients
- Review Staff performance & offer suggestion for improvement
- Creating learning materials such as training documents and presentations
- Collect information about business through a variety of methods (shadowing, interviews, surveys, reports.)
- Analyze and interpret data to unearth weaknesses and problems, and comprehend the causes (Dashboard & gap analysis)
- Formulate recommendations and solutions based on client's wishes, capabilities and limitations forming concise reports
- Present findings and suggestions to clients with ample justification and practical advice
- Develop detailed business plans to drive small or radical changes
- Assist the client in implementing the plan and resolve any occasional discrepancies
- Provide guidance for any occurring problems and issues