



MUHAMMAD ASIF SALEEM

CUSTOMER SERVICE SPECIALIST WITH 10 YEAR, S EXPERIENCE

CONTACT

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SKILLS

- Expert In Conversion, Retention & Business Expansion.
- Customer and staff support.
- Sales & Marketing Consultant.
- New Business development
- Team management
- Time management
- Upselling and cross-selling
- Goals and objectives
- Customer Relationship Management
- Complaint management
- Extensive product knowledge
- Customer service
- Expert in Different Software like Rosetta, T-24 Unison, Uni-Core, CBS 8.5, KM Reports. ERP, CRM, Excel, MS Word, Power Point & Outlook.

ACHIEVEMENTS

- Employee of the year award in 2016 from PepsiCo Towards sales & Business Development.
- Four Time Employee of The Month Award in 2018 to 2021 from MCB Bank Towards Business Development & Customer Experience.
- Received 4 certificate for AML/CFT Trainings in MCB BANK, Redha al Ansari & GCC Exchange.
- Achieve Two times promotion in PepsiCo and two times in MCB BANK.

SUMMARY

Dedicated customer service professional with 09 years' experience in a fast-paced environment seeking an opportunity in a team-orientated company. Adept at handling a wide range of contact methods while accurately documenting customer issues and providing first class service with every interaction. Track record of quickly acquiring competency in all products and transactions while readily and positively adapting to change.

EXPERIENCE

Customer Service Executive, 12/2022 - Current GCC Exchange - Dubai, UAE

- Provides fast and excellent customer service to the customers in a very professional way complying with SGOT Rule (Smile – Greet – Offer – Thank).
- Maintained excellent customer satisfaction by delivering high-quality customer service and dealing with all matters appropriately.
- To perform the role of marketing & sales executive during off-peak business hours.
- To give information on local promotions & activities and other info that provides a valuable service to our customers.
- Added value to customer purchases by upselling additional products and services.
- Followed company regulations, policies, and processes.
- Maintained excellent customer satisfaction by offering friendly, helpful, and informative customer service.
- Answered customer queries on new products, services and sales offers to increase sales.
- Identified customer needs by listening attentively and connecting to relevant departments or personnel.

Customer Service Representative, 11/2021 - 11/2022 Redha Al Ansari Exchange - Dubai, UAE

- Studied competitors to investigate sales strategies and behavior, & innovative selling tactics.
- Attended meetings to discuss sales strategies and ways to improve services.
- To make sure that all the required tools are available in the branch and inform the BM or the concerned dept. e.g., flyers, posters, forms etc.
- To contribute towards branch business development.
- Conducting market research to identify selling possibilities.
- Developed short-term and long-term goals to meet sales targets and increase customer retention.
- Evaluated customer preferences and needs to establish productive and long-lasting relationships.
- Registered customer information on database to retain accurate records and enable tracking history.
- Informed customers of promotions and special offers to increase sales and revenue.
- Prepares payments by verifying documentation and requesting disbursements.
- Maintains relationships with clients by providing support, information, and guidance.
- Achieve Monthly Cross selling targets.

- I make my own poultry shed in Pakistan in year 2019, capacity of shed 5 thousand chicks, within one year I get 1.2 million Rupees Profit.

EXPERTISE

Sales & Business Development: C1



Proficient

Customer Service: C2



Advanced

Cross Selling: C2



Advanced

CRM: C2



Advanced

LANGUAGES

English, Urdu, Punjabi, Hindi: First Language

English: C1



Advanced

Urdu: C2



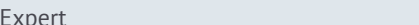
Native

Punjabi: C2



Native

Hindi: C2



Expert

CAR DRIVING LICENSE

- Dubai Car Driving License Automatic License #4503255 Exp Date # 08/06/2025.

Branch Manager Officiating 08/2017 - 08/2021

MCB Bank - Multan, Pakistan

My Core JD, s

- Identified market opportunities to grow new business across dedicated accounts, adding value to customers' target operating model.
- Built and maintained existing customer relationships, acting as a trusted advisor to deliver innovative solutions and excellent service.
- Identified opportunities for growth, expansion, and sales by conducting market research.
- Handled high-profile clients and territories with exceptional planning and strategic engagement.
- Conducting market research to identify selling possibilities and evaluate customer needs.
- Locate areas of improvement and propose corrective actions that meet challenges and leverage growth opportunities.
- Exploring new business opportunities as well as complying with AML/CFT & KYC regulatory requirement
- Handle assets /credit-based portfolio including Account Opening, Business Financing, House Financing, Auto Loans, Mutual funds, Banca Assurance, Credit cards, Debit Cards, and Personal loan.

Area Sales and Operations Manager, 07/2014 - 07/2017

PepsiCo - Multan, Pakistan

My Core JD, s

Conversion, Retention & New Business Development.

- Retained existing customers and substantially grew customer base, product line and sales volume.
- Created strategic sales plans, designed to increase sales, customer loyalty and market awareness.
- Monitored sales team performance and provided training to help reach targets.
- Managed relationship building between company and high-paying clients, completing regular visits, and providing loyalty discounts.
- Increased profitability by developing pipelines utilizing multiple marketing channels and sales strategies.
- Maintained friendly and professional customer interactions.
- Educated customers on available processes and services to increase sales.
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- Planned and executed promotional in store events to increase business and sales revenues.
- Strengthened profit opportunities by managing time and resources to meet sales objectives.
- Conducted regular visits and provided loyalty discounts to increase client retention.

EDUCATION

MBA MARKETING 2011-2015

University Of Education Lahore - **Pakistan**

FSC SCIENCE 2008-2010

Punjab Group of Colleges Multan -**Pakistan**

DIPLOMA IN BASIC COMPUTER 2012 - 2012

Vocational Training Institute Lahore - **Pakistan**

REFERENCE

Will Be Provided on Demand.