



Mohamed Ali DB

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Dubai

Highly experienced and successful branch management professional with a proven track record of increasing sales, customer satisfaction, and customer loyalty. Experienced in developing and leading highly effective teams, as well as creating and executing strategic plans. Committed to delivering exceptional customer service and achieving corporate objectives.

EXPERIENCE

BRANCH MANAGER

Dubai

Wall Street Exchange Centre LLC

September 2021 - Present

- Directed daily branch operations, leading the team to exceed monthly sales goals.
- Oversaw daily operations including cash management, opening and closing procedures, account maintenance.
- Conducted regular audits of branch activities to ensure accuracy in all areas of operation.
- Enforced branch compliance with audit and regulatory procedures.
- Facilitated conflict resolution between customers and staff members, improving the branch's reputation for quality service.
- Managed Corporate and Wps documentation compliance procedures within branch.
- Prepared monthly reports outlining branch performance metrics such as sales volume, profitability, customer satisfaction scores.
- Introduced new products and services to increase customer engagement.
- Oversaw individual accountability for cash handling.
- Created marketing campaigns to increase brand awareness among local businesses and consumers.
- Analyzed customer feedback surveys to uncover opportunities for product innovation and development.
- Established retail and commercial business through expansion, retention, and development strategies.
- Ensure 100% ownership for smooth branch operations, business performance, and customer satisfaction with zero tolerance. ers
- Ensure immediate reporting of cash under/over discrepancies.
- Ensure branch Responsible for monitoring targets versus achievements, staff allocation and productivity, staff training, P&L, etc.
- Responsible for addressing internal and external audit findings.

ASSISTANT BRANCH MANAGER

Dubai

Wall Street Exchange Centre LLC

March 2021 - August 2021

- Resolved customer complaints quickly and effectively while maintaining a high level of professionalism.
- Helped oversee the daily operations of the Branch, managing staff and inventor.
- Communicated with clients to address questions, concerns, and needs and provide quality customer service.
- Utilized knowledge of company products and services to make recommendations and up-sell items according to customer needs.

- Monitored sales performance to identify potential areas for improvement
- Coordinated employee schedules according to staff availability and processed time-off requests.
- Developed and implemented effective customer service strategies to reduce wait times and improve customer satisfaction.
- Maintained accurate records of sales transactions using point-of-sale systems.
- Handling of HNI's and corporate customer on priority basis.
- Ensuring adherence to branch operations in strict accordance with the standards set by the Central Bank of the United Arab Emirates (CBUAE)

CUSTOMER EXPERIENCE SPECIALIST

Wall Street Exchange Centre LLC

Dubai

July 2015 - February 2021

- Process successful transactions for Money Exchange, Home Remittance, Western Union, Instant Cash, Wire Transfer & Value Added Products.
- Provided exceptional customer service to clients in fast-paced call center environment.
- Be fully conversant and identify customer needs and cross sell against the various products.
- Undertake KYC as detailed by the UAE Central Bank and Company Policy and Procedures
- Raise STR reports for suspicious transaction, escalating to the Branch Manager as soon as a concern has been identified.
- Prepare end of day reports, ensuring currency reconcile against daily stock reports

CASHIER

Redha Al Ansari Exchange

Dubai

July 2011 - June 2015

- Accept and physically keep a tally of cash amounts.
- Accurately processed customer payments using cash, credit cards, and checks.
- Counted and balanced cash drawer at the beginning and end of each shift.
- Performed opening and closing duties such as counting money, balancing registers and reconciling discrepancies.
- Reconciled daily Fx reports at the end of each shift to verify accuracy of transactions.
- Trained new cashiers in the use of cash registers and processing payments.

EDUCATION

PG DIPLOMA IN TRAVEL AND TOURISM

Loyolo College , **Tamilnadu, India**

Jun 2007

BCOM

Bharathidasan University, **Tamilnadu, India**

Jul 2006

CERTIFICATIONS

- Windows Family (Operating systems and Ms Office)

ADDITIONAL INFORMATION

Nationality - Indian, Marital Status - Married, Date of Birth - 14-07-1985

Driving License - UAE

Languages (English, Hindi, Tamil and Malayalam)