

Customer Success | Relationship management | Account management | Problem-solving | Product knowledge | Financial services | Digital payment systems | Regulatory compliance | Data analysis | Cross-functional collaboration | Onboarding | Training

SUMMARY

Results-driven Customer Success Executive with a strong background in FinTech, specializing in digital payment systems and financial services. Expert in relationship management, adept at problem-solving and delivering product knowledge to enhance customer experiences. Skilled in cross-functional collaboration, onboarding, and training, focusing on data-driven decision-making. Proficient in CRM software and Google Docs, demonstrating excellent communication and time management skills. Adept at presenting complex information to diverse audiences, with experience in public speaking and audience engagement. Committed to driving customer satisfaction and fostering long-term relationships in the rapidly evolving FinTech industry.

CORE COMPETENCIES

Relationship management - Empathy and active listening - Problem-solving - Product knowledge - Financial services knowledge - Digital payment systems - Data-driven decision making - Onboarding & training - Cross-functional collaboration - Account Management - Business Development - Regulatory compliance - Conflict Resolution - Clear communication - Project Management - Data analysis - CRM Software - Google Docs - Time management - Adaptability & improvisation - Audience engagement - Storytelling & persuasion - Effective use of visual aids - Stage presence

PROFESSIONAL EXPERIENCE

Rewaa

Oct 2023 - Present

Customer Onboarding Specialist

As an Onboarding Specialist at Rewaa, a leading software development company specializing in Cashier and POS systems, I have successfully trained over 250 customers and earned the Top Performer award for six consecutive months, demonstrating my commitment to excellence in customer service and implementation.

- Take ownership and manage customer relationships from the point of sale through successful implementation.
- Develop metrics to assess the impact of successful implementations and ensure customer satisfaction.
- Assist customers in defining their needs and guide them through the implementation process to realize value.
- Collaborate with sales, product, and support teams to ensure seamless customer experiences at every stage of their journey.
- Conduct video and phone calls to provide continuous support and guidance during the onboarding process.
- Establish standardized processes, resources, and frameworks for efficient customer onboarding.
- Communicate account setup requirements and expectations clearly to customers and key stakeholders.
- Facilitate the migration of customers' existing data onto our system.

Taptap Send

April 2023 – Sep 2023

Market Coordinator (Business Development & Growth)

- Conceptualized and managed the pre-launch, launch, and post-launch stages of a new entry in the Egyptian market.
- Developed go-to-market strategies and pre-launch recommendations of influencers, press journalism, and digital media platforms that helped boost online presence and coverage by 50% amid launch.
- Contributed to product development by drafting SMS messaging, creating FAQs, and cash-out tips and guidelines document in Arabic and English to ease the customer's cash-out experience. Resulting in a cash-out failure reduction from 20% to less than 2%.
- Conducted market studies, competitors' analyses, and field visits to assess the reliability and performance of existing products and collect customer feedback.
- Collaborated with key partners in the industry to build a robust ecosystem and ensure that information is shared efficiently, the costs

Sep 2022 – Mar 2023

Foodics Egypt

Customer Success Specialist

- Sustained high customer satisfaction levels for 15 clients by implementing innovative strategies tailored to address their needs and resolve concerns.
- Streamlined the onboarding process and promptly addressed product knowledge and training inquiries, fostering positive customer experiences.
- Collaborated seamlessly with various teams to facilitate renewals, manage special orders, and coordinate hardware pick-ups.

Vodafone Egypt

Mar 2019 - Jun 2022

Agents and Aggregators (Account Manager)

- Offered comprehensive operational and relationship management support to 8 partner accounts, driving the expansion of distribution points for top-up, bill payment, and mobile payment services.
- Ensured consistent agent performance by overseeing contractual agreements and implementing Vodafone Cash weekly plans across various governorates in Egypt, securing uninterrupted cash-in and cash-out services.
- Bridged the gap between internal Vodafone teams and external stakeholders, effectively coordinating, communicating, and executing major projects while addressing associated challenges.
- Managed daily market share reports, tracking partner contributions to Vodafone's airtime sales (E-top and E-voucher) and evaluating their performance against industry competitors.
- Received a recommendation from the Fawry team to attend the Tech Fuze Summit at Nile-Ritz Carlton - Tahrir, where I moderated two FinTech panels on stage, discussing "FinTech & Crypto Impact on Financial Services" and "Financial Inclusion".

PepsiCo Egypt

Jul 2018 – Sep 2018

Trade Marketing Intern

Nestlé Egypt

Jul 2017 – Sep 2017

Trade Marketing Intern

Juhayna Food Industries

Aug 2016 – Sep 2016

Modern Trade Sales Intern

EDUCATION & CREDENTIALS

- **Bachelor of Business Administration with a Major in Marketing**, School of Business, Georgia Program, Cairo University, 2018.

COURSES & CERTIFICATES

- **Getting Things Done**, Brainquil, Sep 2019
- **Design Thinking**, Brainquil, Oct 2019

VOLUNTEERING

- **Stakeholders Support**, RiseUp Summit, Dec 2016
- **Organizer**, Flat5 Labs, Aug 2016
- **Organizer**, Cairo Runners, Jan 2016