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**Experience Summary**

* Service Manager MEA , Alonsa Electric Middle East  ( www.alonsa.com )
* Country Service Manager (Syria) at TriView Home Appliances
* Customer Service Manager at LG Electronics Bahrain (AJM Kooheji Group)
* Country Manager Customer Services at LG Electronics Pakistan (New Allied Electronics Ind. Pvt. Ltd.)
* Design Engineer (Factory) at LG Electronics Pakistan (New Allied Electronics Ind. Pvt. Ltd.)

**Summary**

Over 14 years of Customer Service Management, Service Network Development, Service System (CRM/Oracle) implementation, Call center operation management, Service Business Development, Service Marketing experience, with a solid track record of service operation Posses Designing and implementation. Excellent organizational skills including the ability to handle multiple projects at any given time, expertise in planning, analyzing and managing service operation data and reports to drive optimum quality service results,

An out of the box thinker with proficiency in customer service excellence which helps, accelerating growth and achieving business targets

**Specialties**

Customer Service Management, Service Network development, and development of effective service & support force for ultimate success of business

**Experience**

**A-Service Manager Middle East and Africa (Alonsa Electric Middle East, UAE www.alonsa.com)**

May, 2012 - to Date UAE

Responsible Lead, Control and Supervise Middle East Africa , Service Operations of Alonsa Electric products (Home Appliances, Consumer Electronics, Air conditioners)

Service Procedures & Process Guide:-

* Process Analysis to Design , Prepare and modify service procedures and process guide.
* Conduct routine staff trainings to implement designed and modified service man procedures and process.
* Analyze and modify routine procedures to increase productivity and reduce service cost.

Service Quality Management:-

* Set service KPI targets, based on RTAT response, customer satisfaction index and happy service rates
* Assign Six Sigma based TDR to team leaders and team members, guide them and trained them in order to achieve their assigned KPI targets.
* Analyze service data and announce KPI results to team, in order to motivate and educate them.
* Daily monitor service calls data, Happy Calls data, and RTAT results through system reports and take corrective actions where needed.

Spare Parts Management:-

* Analyze Spare Parts Consumption report to decide fast /slow /non-moving stocks sales and procurements
* Inspect Spare parts storage area and storage methods
* Design and market promotion plans to move non-moving / slow moving / over stock spare parts
* Coordinate and monitor sales business plan in order to procure Critical parts for future/ coming models
* Prepare scheduled supplier evaluation.

Revenue Development:-

* Assign Revenue targets to area/dept. leaders and discuss their plan to achieve.
* Guide and motivate leaders to achieve their plans.
* Conduct schedule trainings in order to support and educate leaders and teams
* Design promotion plan and market to increase spare parts sales after analyzing area sales reports.
* Generate new ideas to increase service profitability and revenue
* Service Team Building:-
* Conduct scheduled Technical Skills training for staff and overseas distributors
* Conducts new products technical and features training for service and sales and local overseas distributors
* Conducts Service Process Guide "Customer Focus" / "Moment of Truth" / "Handling of different behaviors" trainings for service and overseas distributors.

Product Quality Certification:-

* Arrange and follow-up with Dubai Conformity authority to prepare ESMA Certification for all products.

Quality Reports :-

* Received Products quality reports form distributors and provide them solutions
* Prepare and register QIR reports to supplier and factories and follow-up for immediate solutions.

**B- Country Service Manager Syria (TriView Home Appliances)**

January 2011 – To Apr, 2012 Syria

♣Manage Team of 200 Technical Staff  
♣Manage ,4 main service centers and 30 Authorized Service Centers in different cities of Syria  
♣Responsible for Home Appliances service Business development and maintain service profitability.   
♣Innovate new ideas to improve customer satisfaction index in Syria  
♣Implement 6 Sigma Techniques to continuous improvement of service process  
♣Customer Service &Manufacturing Process Analysis/ Data Analysis by using Six Sigma Techniques  
♣Customer Service & Manufacturing Process Design/ modification/ improvement as per Six Sigma & ISO QMS Standards  
♣CRM+ ERP software implementation and modification as per International Customer Service Standards.  
♣Implement & Manage VOC through CRM+ERP System to keep focus on "Customer Moment of Truth"  
♣Implement & Manage Happy Call process through CRM+ERP System to receive actual customer Feedback   
♣Design and publish Customer Service /manufacturing process Guide Book(all micro procedures steps explain in details.) in order to trained Customer Service/Manufacturing staff and to keep this guide book as reference for all Customer Service procedures and activities.   
♣Monitor daily service quality and revenue progress reports summarize and analyze these reports to get improvement opportunities.   
♣Analyze registered products complains and coordinate with Factory and Supplier to solve products quality issues.   
♣Quarterly Audit for local and Overseas supplier   
♣Half Yearly Audit for Service Operation Process. And design and modify process to improve service operation.   
♣Start and Assign 6 Sigma based projects to supervisors and guide them to achieve targets in time frame.   
♣Responsible for Overseas Purchase and procurement for TV /LCD/LED manufacturing factory  
♣Responsible for OEM overseas purchase for Home Appliances and Kitchen Appliances CBM products.

**C-Customer Service Manager (LG Electronics Bahrain)(AJM Kooheji Group)**

March 2004 – September 2010 Bahrain

♣ Manage Team of 7 Supervisors and 120 Technical Staff  
♣ Directly communicate unhappy customers to solve critical issues.  
♣ Monitor daily service quality and revenue progress reports summarize and analyze these reports to get improvement opportunities.   
♣ Analyze registered products complains and coordinate with Factory and Head Office to solve products quality issues.   
♣ Coordinate with factory and Head Office to provide staff new products training and quality issues solutions  
♣ Quarterly Audit for local and overseas supplier   
♣ Half Yearly Audit for Service Operation Process. And design and modify process to improve service operation.  
♣ Start and Assign 6 Sigma based projects to supervisors and guide them to achieve targets in time frame.   
♣ Implement & Maintain ISO 9001:2000 Standard in service operation

**D- Country Manager Customer Services (LG Electronics Pakistan)(New Allied Electronics Ind.)**

January 2002 – March 2004 Pakistan

♣Manage 23 Service Center of all Pakistan (Team of 8 Engineer, 20 Supervisors and 200 Technical Staff)  
♣Customer Service & Manufacturing Process Analysis/ Data Analysis by using Six Sigma Techniques  
♣Customer Service & Manufacturing Process Design/ modification/ improvement as per Six Sigma Standards  
♣Oracle software implementation and modification as per International Customer Service Standards.  
♣Implement & Manage VOC through Oracle System to keep focus on "Customer Moment of Truth"  
♣Implement & Manage Happy Call process through Oracle system to receive actual customer Feedback   
♣Design and publish Customer Service /manufacturing process Guide Book(all micro procedures steps explain in details.) in order to trained Customer Service/Manufacturing staff and to keep this guide book as reference for all Customer Service procedures and activities.   
♣Directly communicate unhappy customers to solve critical issues.  
♣Monitor weekly service quality and revenue progress reports summarize and analyze these report to get improvement opportunities.   
♣Analyze registered products complains and coordinate with Factory and Head Office to solve products quality issues.   
♣Coordinate with factory and Head Office to provide staff new products training and quality issues solutions  
♣Start and Assign 6 Sigma based projects to supervisors and guide them to achieve targets in time frame.

**E-Design Engineer (LG Electronics (Factory) Pakistan)(New Allied Electronics Ind.)**

Jun 1998 – January 2002 Pakistan

**Honors and Awards**

* **Best Service Practice Award**

LG Electronics Middle East, September 2008, LG Electronics Bahrain

Bronze Award & 1000US$ from LGEME on “Best Customer Service Practice in Bahrain during 2008”.New initiatives started (Face to Face service for Carry in products, Caravan serivces started for PDP/LCD/LED and CAC Products)

* **Gold Medal**

AJM Kooheji Group, November 2004, LG Electronics Bahrain

Gold Medal awarded on achievement of   
1) ISO 9001:2000 Quality Certification for LG Service operation in Bahrain,   
2) Six Sigma Project completion "Carry in Service completion 95% in 1 day"   
3) Service Division Revenue target achievement

* **Best Carry In Service Award**

LG Electronics Middle East, March 2005, LG Electronics Bahrain

Six Sigma based TDR Project registered with LGEME to make LG Bahrain Carry in Service within 1 day 95% achieved in end of 2004. On achievement LGEME Awarded Gold Medal, 3 Staff Korea Trip and 10000 USD to Bahrain Service.

* **Best Engineer of the Factory Award**

President LGEME, October 2002, LG Electronics Pakistan

Shield Awarded "Best Engineer of the Factory" on   
1) Continuous creating new ideas to increase TV Factory production capacity, Designing new assembly line process, and training assembly staff   
2) Designing and manufacturing New PCB Testing Jig to increase Technician Line production capacity double then before.   
3) Efficiently controlling and maintaining Auto Insertion machinery to minimize...[more](http://www.linkedin.com/profile/edit?trk=hb_tab_pro_top)

**Courses ,Trainings & Certifications**

* ITIL Foundation V3 Certified
* Six Sigma Green Belt Course from LG Innovative Group, Korea (1)
* Six Sigma TQM ,LG Digital Center , Dubai (2)
* ISO 9001:2000 QMS Internal Auditor, DNV Corporation, Bahrain (3)
* Moment of Truth "Customer Focus" from International Institute of Research (IIR),Dubai
* NDP (New Display products) Professionals course from LG Digital Center, Dubai (5)
* NTCP (Notebook Computer Professionals) course from LG Digital Center Dubai (6)
* GSM Mobile Service Professional Course from LGEME (7)
* Television Assembling Plant and Process Training from LG Electronics Inc, Korea (8)
* Auto conveyor PLC Operation and maintenance for TV Assembly Plant from LG Electronics Inc. Korea (9)
* Auto Insertion Machinery Installation and maintenance from PROSERT Korea (10)
* Customer Service Manager Course, from , LG Electronics Korea

**Skills**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sourcing & Procurement | Customer Relations | Operation Management | Process Improvement | Team Leadership |
| X86 Assembly/ Interfacing | Oracle SQL/CRM/ERP | Team Management | Internal Audit | Consumer Electronics |
| Team Building | Problem Resolving | Call Center | Service Planning | ISO standards |
| Six Sigma | Analysis | Customer Focus | Customer Feedback | VOC |
| Home Appliances | Research | Electronics | Customer Service | Microsoft Office |

**Education**

Karachi University

M.Sc., Applied Physics (Electronics) 1996 – 1998

Karachi University

B.Sc., Physics, Math, Advance Statistics 1991 – 1995

Pyongtaek University

Certificate, Customer Service Management, 2002 – 2002

Institute of Engineering and Technology

Tech. Diploma, Computer Hardware & Ind. Electronics 1996 – 1996

Skill Development Council

Tech. Diploma, Computer Networks and Operating Systems, 1998 – 1998

Institute of Computer Technology

Technology Diploma, Ms. Office, C Language 1989 – 1989