

SELENA MICHAEL

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Maximizes customer satisfaction and engagement; utilizes strategic customer success initiatives to navigate complex service landscapes.

Customer Retention & Satisfaction | Customer Success Strategy | Product Adoption & User Experience | SaaS Expertise

Combines a robust background in customer service, relationship management, and strategic planning to drive customer retention and improve customer experience in the tech industry. Develops and implements customer success strategies that align with business objectives and customer needs. Utilizes CRM systems to monitor team performance; builds strong relationships with key stakeholders to ensure seamless service delivery. Collaborates with cross-functional teams to align customer success initiatives with broader business goals. Utilizes data-driven insights to make informed decisions, address customer issues, and enhance service delivery.

User Experience Optimization
Conflict Resolution & Problem-Solving
Customer Feedback & Survey Analysis

CRM: HubSpot & Zendesk
Performance Metrics & KPIs
B2B & B2C Customer Success

Team Leadership & Training
Relationship Building & Management
Multi-tiered Stakeholder Collaboration

CAREER SUMMARY & SUCCESSES

Teekop

Client Success Manager

06/2021 – 04/2023

Spearheaded initiatives to improve customer service and retention; analyzed backend data to proactively provide tailored solutions and tracked the impact through progress reports. Supervised a team of 7 account managers, ensuring adherence to designated schedules and performance metrics. Led the implementation of guidelines, schedules, and KPIs within a previously unstructured department, utilizing CRM efficient monitoring. Collaborated with the implementation team, aiding in customer troubleshooting and contract negotiation; fostered strong customer relationships by incorporating a customer success representative early in the process.

- Achieved a 20% increase in customer retention through empathetic response to customer concerns and timely issue resolution; developed a targeted retention plan for at-risk customers, offering proactive solutions, like retraining and hardware upgrades.
- Decreased client resolution time by 70% YoY by streamlining processes and leading the transition to centralized communication platforms to bolster customer support; significantly improved team visibility and streamlined call center operations.
- Exceeded monthly customer satisfaction target of 80% by implementing a monthly scheduling strategy and a standardized script for handling difficult situations; ensured that agents were available to promptly answer customer inquiries during business hours.
- Implemented KPI tracking via HubSpot and Zendesk to improve team monitoring; transformed a team with no pre-established guidelines into a cohesive unit through real-time coaching and guidance. Improved employee onboarding through SOP creation.
- Increased monthly sales deals by 25% and generated ancillary sales through targeted calls and sales demos; boosted product adoption rate by expanding product portfolio and advising customers on relevant products.

Lappos

Senior Supervisor, Call Center

02/2020 – 02/2022

Led the successful development of a 45-member call center team; employed proactive and personalized coaching techniques, including one-on-one call reviews and feedback sessions. Enhanced B2B and B2C processes by utilizing customer feedback, leading to more personalized agent feedback and training. Oversaw the promotion of 5+ team members to leadership roles by providing targeted coaching and support. Demonstrated commitment to personal growth and professional advancement for team members.

- Facilitated the success of a high-performing team and maintained top-tier performance metrics through robust real-time monitoring; improved service quality through rigorous quality checks and personalized progression plans.
- Enhanced customer satisfaction and engagement by training agents in rapport-building and personalized customer interactions.
- Fostered efficient collaboration between operations and leadership development teams to boost organizational effectiveness. Built strong relationships with team members, ensuring real-time availability and support.

- Streamlined operations and increased efficiency through data-driven decision-making, utilizing AWS to track and evaluate multiple performance metrics; analyzed CSAT surveys post-call to gain insights into team performance.

Program Manager

10/2017 – 02/2020

Enhanced business continuity during the COVID-19 pandemic by devising a remote work strategy; enabled the seamless transition of 1500+ employees. Effectively coordinated between legal, finance, and operations departments for successful project implementation. Managed a multimillion-dollar budget to foster a positive work environment. Achieved a 50% reduction in cost per contact by designing dynamic initiatives and optimizing employee schedules based on business needs. Enhanced customer service skills by optimizing resource allocation; implemented initiatives providing employees with tools to increase efficiency.

Associate Product Manager

02/2016 – 10/2017

Significantly contributed to the development of workforce management software. Led the institution of a robust feedback collection mechanism, key to the continuous evolution of the product. Spearheaded comprehensive qualitative and quantitative market research initiatives, directly influencing critical product decisions. Maintained a dynamic product backlog for feature development based on end-user feedback. Consistently focused on operational teams' needs, underpinning overall customer success.

- Streamlined call center efficiency and bolstered employee engagement by assisting in the development of workforce management software; tracked employee performance and incorporated a points-based reward system to stimulate productivity.
- Enabled adaptive workforce management by integrating a predictive feature into the platform, allowing the call center to anticipate peak periods and staff shortages; sustained operational effectiveness and customer service standards.
- Successfully bridged the divide between technical development and user experience by fostering close collaboration with the development and UX teams; drove user-centered platform improvements and balanced the requirements of diverse stakeholders.

Associate I, Call Center Operations

03/2015 – 02/2016

Improved real-time call center management and reduced idle time by implementing effective staffing strategies. Enhanced operational efficiency by utilizing the AWS platform for meticulous data entry of employee schedules. Provided swift and empathetic responses to customer calls, emails, and chats, drastically improving satisfaction and reducing escalations. Boosted user engagement by showcasing new workforce management software features through interactive open houses and detailed email communications. Promptly resolved customer issues related to returns, exchanges, and new orders, ensuring customer loyalty and satisfaction.

~ Gained experience in the retail industry to develop an understanding of consumer behavior ~

08/2013 – 03/2015

Taskit

Social Media Coordinator

02/2013 – 08/2013

Boosted social media presence via thorough trend research across fashion platforms. Enhanced audience engagement by featuring the latest trends; amplified online brand presence by initiating a cohesive cross-platform social media strategy. Improved social media performance by collaborating with the design team for striking, relevant content. Enhanced industry presence and revenue generation by providing trend forecasts at fashion seminars; bolstered company influence by creating customer-centric products.

PROFESSIONAL DEVELOPMENT

Bachelor of Science in Fashion Retail Management, the Art Institute of Las Vegas

2013

Certifications:

Decentralized Finance (DeFi): The Future of Finance, Duke University via Coursera

2022

Become a Product Manager | Learn the Skills and Get the Job Done, Udemy

2022

Digital Marketing Foundations, LinkedIn Learning

2022

Social Media Marketing: Strategy and Optimization, LinkedIn Learning

2022