

Hüseyin Ay

CUSTOMER SERVİCE & OPERATIONS SPECIALIST

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I'm a Customer Service and Operations Specialist with a strong track record of improving user experiences and streamlining workflows. I've worked extensively in both B2B and B2C environments, where I focus on customer success, logistics, and using data to drive process improvements.

SKILLS

Google Analytics

CRM Systems (HubSpot, Zoho)

Customer Service

Process Improvement

MS Offices (Word, Excel)

Empathy&Patience

KPI tracking (CSAT, NPS, CES)

Customer Success

Customer Retention

B2C/B2B

Logistic Management

Communication

Basic data analysis (Excel, Google Sheets, dashboards)

EDUCATION

Cyprus Interntional University,
The Bachelor of Journalism
09/2013 – 06/2018
2,96/4,00

LANGUAGES

English: Fluent

Turkish: Native

PROFESSIONAL EXPERIENCE

Customer Success Associate, *Lalamove*
10/2024 – 09/2025 | İstanbul, Türkiye

- I took a hands-on role in customer success and driver operations at Lalamove. I handled customer issues across multiple communication channels and monitored key KPIs to improve the support journey. By analyzing surveys and customer feedback, I worked closely with internal teams to make processes more efficient and customer focused. As a result of these efforts, the customer churn rate decreased from 30% to 6%. I also supported driver onboarding and logistics to ensure a smoother experience for both customers and drivers.

Shipment Specialist, *Mytheresa International GmbH*
11/2023 – 08/2024 | Leipzig, Germany

- I was responsible for shipment documentation and material supply. I also informed customers about their deliveries, provided updates, and supported them directly in case of any delivery issues to ensure a smooth experience.

Business Venture, *Vooyale*
05/2022 – 11/2023 | İstanbul, Türkiye

- Co-ran a small fashion e-commerce venture, contributing to operations and customer support.

Customer Service Specialist, *MTCGAME*
03/2021 – 05/2022 | İstanbul, Türkiye

- I improved the player experience by communicating clearly, understanding and resolving their issues quickly. I provided timely, support across multiple channels such as (chat, ticket and phone) ensured accurate documentation of cases, and collaborated with internal teams to resolve complex issues. I used tools such as Hotjar, Google Analytics, and Zendesk to monitor the user journey, identify pain points, and deliver data- driven improvements to the support experience.

Partner Channel & Support Specialist, *Nuvia Smart Technologies*
01/2020 – 03/2021 | İstanbul, Türkiye

- I managed sales and technical support for international partners, providing product training, installation help, and sales assistance. I used Zendesk to track interactions and streamline resolution workflows and analyzing field feedback to improve product documentation and support materials.

REFERENCES

Mehmet Erkanar, *Sales VP,* Nuvia Smart Technologies
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Serghei Culiş, *Customer Service Assistant Manager,* LALAMOVE
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