# MASROOR AHMAD

Customer Support Specialist

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## SUMMARY

Customer Success Specialist with 7+ years of experience handling voice, email, and chat support for international customers. driving retention and efficiency in high volume SaaS and service environments. Proven expertise in resolving complex technical queries, achieving >90% FCR, CSAT rates and reducing churn through proactive lifecycle management. Skilled in Salesforce, Zoho CRM, and leveraging data to improve customer experience.

## EDUCATION

**Bachelor of Business Administration**

Kashmir University 2019 - 2022
Capstone Project: AI based market trend analysis in retail (business forecasting).

**Matriculation And Senior Secondary**

- Syed Mirak Shah (8.2) 2016
- Shalimar Boys Higher Secondary School (8.0) 2018

## SKILLS

- Customer Support & Virtual Assistance
- Ticket Support Specialist
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Salesforce CRM
- Video Editing
- Calisthenics
- Using GDS & Pro Quote Software for Booking
- Leadership
- Technical & Platform Proficiency
- Client Management & Retention

## LANGUAGES

- English
- Hindi
- Urdu
- Basic French

## PROFESSIONAL EXPERIENCE

**Customer Support At Breathe Well Being** **Oct 2024 To Mar 2026**

- Managed the full spectrum of customer technical and functional support for the diabetic reversal program, serving as the single point of contact for all queries (program, doctor, device, and transaction issues)
- Reduced ticket resolution time by 30% through meticulous logging and prioritization queries from easy to complex
- Maintained a 95%+ CSAT score by providing empathetic, clear, and timely resolutions, frequently responding beyond shift hours to prevent delays and escalations.
- Drove operational efficiency by taking full ownership of every query, including escalation and follow up, to maintain service level agreements and a positive client experience
- Leveraged Salesforce CRM for appointment tracking and utilized email marketing (SaaS) for follow ups and gathering client feedback on program efficacy
- Delivered application and product walkthroughs, explaining program structure, device usage, coach interactions, and app functionality post-sale to ensure smooth onboarding and adoption.

**Customer Support At FareDestination** **Feb 2024 To Sept 2024**

- Managed 300+ weekly inquiries for international airline bookings, coordinating with 80+ carriers for optimal travel solutions including North America, Asia, Oceania, Israel, Europe and all around the world.
- Optimized flight reservation processes with Excel and CRM tracking, saving $10K in operational costs
- Streamlined team communication via Slack and Zoho, reducing email response times by 40%

**Sales Executive At Al Abbas Tour And Travels** **Apr 2019 Jan 2024**

- Managed inbound and outbound international sales travel packages, ensuring comprehensive service delivery tailored to the unique needs of each customer, which directly contributed to increased sales and customer retention.
- Optimized flight reservation processes with Excel and CRM tracking, saving $10K in operational costs
- Cultivated and maintained 100+ client relationships, boosting repeat business by 30%
- skilled in reading flight itineraries & experienced in using Global Distribution Systems (GDS) and Pro Quotes software to access flight information, compare prices, and make bookings for international flights.

## HOBBIES & INTEREST

- **Calisthenics** : Disciplined body weight training; demonstrates perseverance, self management, and goal setting.
- **Video Production & Editing** : create and edit short form content (250K+ views); strong storytelling and post production skills.
- **AI & Creative Tools** : practical use of Ai Tools and image/video generative tools for automation and content ideation.

**Sales & Support Support At SquadStack** **Jan 2017 To Feb 2019**

• At SquadStack, I learned how to talk, I learned what is customer support , how do you manage task reports, what are projects i begin with processed 5–8 demat account creations daily for Upstox which is india's largest brokrage firm, while promptly resolving customer queries; additionally, handled shipment tracking for Myntra by efficiently monitoring lost packages and addressing related customer concerns.

• Squadstack offered me a project At Byju's, where i engaged with students and parents to highlight scholarship opportunities, including prestigious programs like NASA. Developed expertise in building rapport and demonstrating the value of products and services to foster customer trust and drive conversions

## KEY ACHIEVEMENTS

- **Started my career at SquadStack:** Where I learned how to communicate professionally, build relationships over calls, and understand customer psychology. I created a record of 15 Demat accounts in a single day, which remained unbeaten, showing consistency and focus.
- **Moved to Al Abbas Tour & Travels as a Sales Executive:** Applying my communication and client handling skills to real world sales. Consistently exceeded sales targets and achieved a 35% increase in client conversions through strong rapport building and trust over calls
- **Served as the sole shift specialist at FareDestination:** Managing both calls and emails for international airline customers; earned formal recognition and performance bonus for reliability and accuracy.
- **Joined ASAP Tickets:** I mastered 11 global ticketing and booking software systems including GDS and ProQuote. Recognized as the top performer for high value ticket sales, closing complex bookings efficiently without needing customer follow ups
- **At FareDestination:** I was the only team member with access to both Slack (internal team communication) and Zoho CRM. Managed calls and emails simultaneously, ensuring faster resolutions and smooth coordination with the international operations team.
- **Mentored and onboarded new joiners across FareDestination and Bhanzu:** Quickly bringing teammates up to speed on CRM workflows (Zoho/Slack) and customer handling best practices.
- **At Breathe Well being:** I was among the top 3 support specialists managing customer tickets across India and abroad. Used Zoho CRM to handle 150+ weekly tickets, collaborated with tech and coaching teams, and improved accessibility for older users by suggesting app design updates.
- **Member of Bhanzu's A team and webinar/marketing squads:** Consistently surpassed demo targets delivering 200 demos per month against a 120 target while supporting UK/European customer segments.
- **Produced and promoted creative content (video editing:** AI generated posters, short films) with a cumulative 250K+ views; completed freelance marketing collateral and campaign assets for local businesses and tuition centres.

*****Short Note for Hiring Team / Recruiter*****

I specialize in handling high volume, multi channel customer support and taking full ownership of issues until resolution. I'm looking to apply this experience in a company that values accountability, customer experience, and long-term impact.