

NORAH ALSHAAFI

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📍 Saudi Arabia

SUMMARY OF QUALIFICATIONS

- **8+ years of progressive leadership experience in relationship management and customer engagement in the financial services industry, ensuring business objectives are met by leveraging up-selling and cross-selling techniques.**
- Strong communication and interpersonal skills demonstrated through history of cultivating strategic partnerships with entrepreneurs across varying sectors to help achieve organizational goals.
- Customer-driven with a track record of resolving over 15 client issues daily, ensuring high satisfaction levels by delivering tailored solutions for small and medium-sized enterprises.
- Excels in fast-paced settings by prioritizing key initiatives, consistently delivering-quality results within tight deadlines and ensuring project completion regardless of time constraints

WORK EXPERIENCE

Relationship Manager | Banque Saudi Fransi Nov. 2023 – Present

- Developed and nurtured strong customer relationships, leading to a 35-40% increase in repeat business within the first 10 months by proactively identifying growth opportunities and addressing customer needs.
- Partnered with sales and marketing teams to achieve a 70% boost in lead generation through cross-selling, utilizing communication and problem-solving skills to align customer feedback with strategic business objectives.
- Enhanced customer satisfaction by resolving 100% of complaints within 2-3 business days through effective issue analysis and the implementation of personalized solutions.

Relationship Manager | Arab National Bank Jul. 2022 – Oct. 2023

- Analyzed customer needs, developed tailored action plans, collaborated with key decision-makers, and handled customer complaints in a timely manner, achieving an average customer satisfaction rate of 80-85% and reducing churn by 90%.
- Proactively identified upselling and cross-selling opportunities and provided targeted recommendations to clients, which were forwarded to the sales team, successfully hitting the annual target in 2 months with over 20,000,000 SAR.
- Conducted in-depth competitive analysis to gain insights and make strategic business decisions, leading to an 80% improvement or +500 new clients.
- Spearheaded the implementation and optimization of internal sales and customer service processes, improving operational efficiency by 100% and enhancing overall service quality.
- Achieved first place in the Annual Marathon for fiscal years 2022 and 2023 by driving top-tier Key Sales Achievements (KSAs) across the western region for ANB Bank.

Customer Sales and Service Representative | Arab National Bank Oct. 2017 – Jun. 2022

- Established and maintained thousands of customer accounts by accurately recording and updating account information, ensuring data integrity and client satisfaction.
- Resolved service issues by identifying root causes and implementing robust solutions, achieving a 100% resolution rate and improving customer retention.
- Analyzed customer profiles and needs to provide targeted recommendations on products and services to management, directly driving an increase in sales.

WORK EXPERIENCE CONTINUED

Teller | Arab National Bank

Feb. 2015 – Sept. 2017

- Provided comprehensive account services and completed 40+ transactions daily, including processing deposits, loan payments, and withdrawals, maintaining a high level of customer satisfaction and accuracy.
- Promoted bank products such as credit cards, home loans, and persona loans by assessing customer needs, leading to a 90% increase in sales through leveraging cross-selling opportunities.

EDUCATION

Diploma, Business Management and Marketing | King Faisal University

2021 – 2023

Bachelor, English Language | Taif University

2008 – 2012

CERTIFICATIONS & TRAINING

- Project Management Professional (PMP) Certification – *In Progress*
- Operational Risk Fundamentals and Anti-Financial Fraud and SAS EGRC
- FATCA&CRS Tax Compliance Act for Foreign Accounts
- Customer Service Art and Etiquette
- Customer Risk Assessment, High Risk Relationships and EDD-CTP-KYC
- Customer Rights and Obligations of the Bank
- Anti-Fraud Operations in ATMs
- Information Security Awareness
- Business Continuity Awareness
- Consumer Protection Code
- Islamic Banking and Bank Products
- Customer Complaints Resolution
- Induction Program for New Staff
- Code of Ethical Behaviour
- AML/CTF: Know Your Customer Enhanced Due Diligence
- Combating Financial Banking Fraud
- AML/CTF: Compliance Awareness
- Rules Guidelines: Opening Bank Accounts, High Risk and Unclaimed Accounts
- International Certificate in IT Skills
- Accounting Fundamentals

ADDITIONAL SKILLS

- **Technical Skills:** Microsoft Office Suite, Google Workspace
- **Languages:** English (Fluent), Arabic (Native)