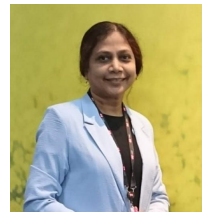


# Anita Rani Godyeal

Customer Service Officer



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UAE, Dubai, Visa Status: Residence

## CAREER OBJECTIVE

Qualified professional with excellent customer service and communication skills, seeking to apply knowledge of banking and finance. Highly organized with an ability to prioritize tasks, and maintain accuracy in a fast-paced environment. Track record of success in providing customers with an exceptional banking experience, skilled in customer service, and problem-solving including handling customer inquiries, identifying customer needs, and providing financial solutions.

## SKILLS

Generating Referrals

Opening Accounts

Inbound Customer Calls

Data Analysis

Leadership

Conflict Resolution

Team Collaboration

Adaptability

Cross-Selling Expertise

Active Listening

## EXPERIENCE

### UNIVERSAL BANKER, Dubai

HSBC, November 2021–October 2023

- Assisted customers in opening new accounts and provided detailed information on available banking services.
- Provided excellent customer service to clients by responding promptly and accurately to inquiries, complaints, and requests in a professional manner.
- Identified opportunities for cross-selling additional products through interactions with clients during daily operations.
- Demonstrated strong interpersonal skills while working collaboratively with fellow team members to ensure timely completion of tasks.
- Promoted bank products and services to consistently meet cross-selling goals.

### BANKING OFFICER, Dubai

HSBC, March 2017–October 2021

- Educated customers on promotional programs such as Cash loans, Flexi plans, and Balance Transfers while adhering to disclaimer and compliance requirements.
- Cultivated strong customer relationships by providing product knowledge and timely follow-ups.
- Initiated strategies to enhance customer satisfaction and boost business, consistently achieving sales targets.
- Managed customer contact and sales records, generating leads and acquiring new customers through outbound calls.
- Proficient in offering solutions to customer needs and maintaining in-depth knowledge of a range of products.

## **TELESALES EXECUTIVE, Dubai**

HSBC, October 2016–March 2017

- Conducted outbound calls using EDRAS to understand customer needs and cross-sell additional services.
- Acted as a Champion in handling the Complaint Management System, consistently providing excellent customer service that exceeded expectations. Resolved customer complaints in an efficient manner and followed up as needed.
- Effectively managed customer complaints, restoring trust and identifying optimal solutions.
- Ensured timely escalation of complex issues to relevant departments and followed up for resolution
- Maintained accurate records of customer interactions using various CRM systems.
- Successfully achieved monthly sales targets, surpassing expectations in many cases.

## **CUSTOMER SERVICE REPRESENTATIVE, Dubai**

HSBC, January 2015–July 2016

- Engaged in GWIP and Voice of Customer calling activities, actively collecting feedback and addressing queries and complaints.
- Maintained a high level of professionalism when dealing with difficult customers.
- Developed strong customer relationships and loyalty through effective communication.
- Adhered to company policies and procedures while providing superior service.
- Utilized problem-solving techniques to identify solutions for complex customer inquiries.

## **TELEMARKETER, Dubai**

HSBC, March 2007–August 2011

- Managed outbound calls, delivering prepared sales talks and reading scripts to promote products and services. Cross-sold banking services, attracting new clients and extending services to the existing customer base.
- Promptly addressed customer inquiries and concerns, consistently achieving high levels of customer satisfaction.
- Adhered to company policies and procedures while responding to customer inquiries in accordance with established guidelines. Developed positive relationships with customers by providing friendly and courteous service at all times.
- Provided excellent customer service to customers over the phone and through email communication, while demonstrating effective problem-solving skills.

## **INBOUND CALL CENTER REPRESENTATIVE, Dubai**

HSBC, March 2006–March 2007

- Handled Inbound Branch calls in support of customers' needs, handled complaints, troubleshooted problems, and provided information.
- Conveyed information in a reassuring manner, as well as step-by-step instructions to resolve issues.
- Answered on average 100 calls a day. Identified and escalated priority issues, routed calls to appropriate resources and followed up on customer calls when necessary
- Maintained comprehensive knowledge of products and services offered by the company.
- Provided timely follow-up on pending cases to ensure customer satisfaction was achieved.

## **INBOUND CALL CENTER REPRESENTATIVE, Dubai**

HSBC, March 2005–March 2006

- Answered incoming calls from customers. Provided all the information about Cards statements, Payments, Finance charges, and provided customers with products and service information. Resolved all complaints. Cross-sold HSBC products.
- Provided excellent customer service to inbound callers, responding promptly and courteously to inquiries.
- Maintained up-to-date knowledge of all products, services, policies and procedures.

## **INBOUND CUSTOMER SERVICE REPRESENTATIVE, Dubai**

HSBC MEFCO, October 2004–March 2005

- Handled inbound calls from customers related to car loans. Calculated percentages and prices and answered queries. Scheduled appointments for sales representatives to meet with prospective customers
- Established rapport with customers through friendly conversations during calls.
- Resolved customer issues efficiently and effectively while maintaining a positive attitude.

## **TELESALES REPRESENTATIVE, Dubai**

Derby Marketing LLC, January 2003–October 2004

- Generated qualified sales leads and appointments for credit card calling on the phone. Obtained names and telephone numbers of potential customers from sources such as telephone directories and magazines.
- Answered telephone calls from potential customers who had been solicited through advertisements.
- Contacted individuals by telephone to solicit sales. Ensured all lead generation activities were tracked on database.
- Built relationships with key decision-makers within target companies to increase sales opportunities.

## **EDUCATION**

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### **BACHELOR OF COMMERCE, Mumbai**

Mumbai University

### **DIPLOMA IN AIRLINES TRAVEL AND TOURISM MANAGEMENT, Mumbai**

India International Trade Center

### **DIPLOMA IN MS BASIC COMPUTERS, Mumbai**

NIIT Institute

## **LANGUAGES**

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- |                            |                                  |
|----------------------------|----------------------------------|
| • <b>English</b><br>Fluent | • <b>Hindi</b><br>Fluent         |
| • <b>Marathi</b><br>Fluent | • <b>Punjabi</b><br>Intermediate |

## **AWARDS**

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- Received Sales Achievement Certificates for HSBC Credit Cards and Loans.
- Recognized as the Best Performance Staff of the Month (Branch Calls)
- Awarded the Trophy for Best Performance in Credit Card Sales by HSBC RCC.
- Consistently received Sales Achievement Certificates from Derby Marketing.

## **PROFESSIONAL QUALIFICATIONS**

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- Diploma in MS Basic Computers (MS Word, MS Excel & PowerPoint) from NIIT Institute, Mumbai
- Extensive HSBC in-house training on a wide range of products and services, including Credit Cards, Personal Loans, Investments, Overdrafts, Insurance, Premier Accounts, Auto Loans, Amanah Finance, Amanah Cards, Anti Money Laundering, Sanctions Compliance, and KYC (Know Your Customer).
- Specialized training in Personal Accidents Insurance (Alliance Insurance) and Home Insurance (Axa Insurance).
- Maharashtra State Board of Higher Secondary Education (Economic & Accountancy). Diploma in Airlines Travel and Tourism Management from India International Trade Center.
- T.Y.B.Com degree from Mumbai.

## **PROFESSIONAL CONCLUSION**

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I am excited to bring my extensive experience, skills, and unwavering commitment to excellence in your esteemed organization. I believe that my proven track record in the financial industry, combined with my dedication to delivering exceptional service and driving business growth aligns seamlessly with your institution's objectives.

I am eager to contribute to your team's success and take on new challenges while continuously learning and growing within the dynamic financial sector. I look forward to the opportunity to discuss how my expertise can benefit your organization in greater detail during a personal interview.

Sincerely,  
Ms. Anita Godyeal