

FUNMILAYO BADEJO

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CAREER SUMMARY

Highly motivated and results-oriented customer service professional with 8+ years of experience, including 3+ years in leadership roles, driving customer satisfaction and operational excellence. Proven ability to manage, train, and mentor teams, develop and implement effective customer service processes, and leverage CRM systems (Freshdesk, Helpspot, Zendesk, etc.) to optimize customer interactions. Expertise in conflict resolution, communication, and team collaboration.

WORK EXPERIENCE

Customer Experience Manager

July 2023 – Till Date

Efficacy Construction Company, Victoria Island, Lagos, Nigeria (Construction/Real Estate Company)

- Improved customer satisfaction scores by 55% by implementing new customer service procedures and guidelines.
- Reduced customer complaints through effective handling of escalated issues and proactive customer support.
- Increased customer retention rate by 10% by developing and implementing strategies to enhance the overall customer journey.
- Resolved an average of 12 customer issues per week across online and offline platforms, ensuring positive customer experiences.
- Achieved a 67% positive customer feedback rating through proactive monitoring and analysis of customer interactions.

Service Delivery Executive

November 2020 – December

2022

Longbridge Technologies Limited, Ikeja, Lagos, Nigeria (Technology Company)

- Owned incident management, coordinating with resolution teams and communicating effectively with stakeholders to ensure customer satisfaction and adherence to SLAs.
- Collaborated with internal teams to analyze customer feedback and identify areas for service improvement.
- Consistently received positive feedback from stakeholders on incident management communication and responsiveness
- Identified and implemented cost-saving strategies, resulting in a 50% reduction in company costs.
- Ensured 100% of customer issues were logged and tracked in the CRM, ensuring timely facilitating timely follow-up and resolution by programmers resulting in a 20% improvement in issue resolution rates.

Customer Experience Team Lead

September 2018 – October 2020

Wawooh Integrated Services Limited, Ikeja, Lagos, Nigeria (Fashion E-commerce Company)

- Developed and enforced customer service procedures, policies, and standards
- Exemplified exceptional leadership by serving as the first point of contact for customer inquiries and complaints received via emails, live chats, social media, and phone calls.
- Improved customer service performance by implementing and monitoring key metrics, including First Response Time (5 minutes) and Average Resolution Time (2 hours).
- Meticulously documented all customer interactions in the CRM system.

Service Quality Manager

January 2017 – June 2017

Shoptomydoor (Now Shiptonaija), Isolo, Lagos, Nigeria (Logistics Company)

- Identify and implement strategies to improve quality of service, productivity and profitability.
- Created training programs and reference manuals to enhance employee performance and effectiveness.
- Focused on reducing contact per order to 1%.
- Analyzed reports and customer feedback surveys to identify areas for customer experience improvement.
- Evaluated call performance with key metrics (accuracy, call waiting time) and provided recommendations for improvement.

Head of Customer Service

January 2014 – December 2016

Shoptomydoor (Now Shiptonaija), Isolo, Lagos, Nigeria (Logistics Company)

- Led a team of 10 customer service representatives, fostering a positive and productive work environment.
- Developed and executed customer service policies and procedures.
- Reduced customers' complaints by 40% through improved grievance resolution procedures.
- Decreased new customer service personnel onboarding time by 15% by documenting customer interactions.
- Collaborated with Sales and IT teams to develop streamlined customer management processes.

Customer Service Personnel

September 2012 – December 2013

Shoptomydoor, (Now Shiptonaija), Isolo, Lagos, Nigeria (Logistics Company)

- Resolved 50+ customers' complaints and inquiries daily across multiple channels, identifying root causes and implementing corrective actions.
- Recognized as #1 Customer Service Rep in 2013 based on speed, duration of calls and customer satisfaction.
- Applied follow-up calls increasing customer retention rate by 45%.
- Preparing daily, weekly, and monthly reports for senior managers.

SKILLS

- Conflict and Complaint Resolution.
- Customer Support
- Team Leadership
- Training & Mentoring

EDUCATION

- **Bachelor Degree in Agriculture Economics** - **2010**
Olabisi Onabanjo University, Ogun State, Nigeria.
- **National Youth Service Corps (Certificate of National Service)** - **2012**
Plateau State, Nigeria

TRAININGS AND CERTIFICATIONS

- Certified Customer Service Professional: WAASCP: **March 2025**
- Customer Success Advanced Concepts: CustomerSuccessU.org: **Jan 2025**
- Customer Success Fundamentals: CustomerSuccessU.org: **Aug 2024**
- De-Escalating Conversations for Customer Service: LinkedIn - **Jan 2022**