

## SOPHIA CHENG

**SUMMARY** An unwavering commitment to customer service, with the ability to build productive relationships, resolve complex issues and win customer loyalty. Consistently achieves record-high customer satisfaction rankings, improvements to the bottom line and turnaround of underperforming operations.

**AREAS OF EXPERTISE**

- Call Centre Operations
- Client Relations & Retention
- Complaint Handling
- Data Records Management
- Event Organisation
- Sales Lead Generation

**EXPERIENCE** **Client Service Executive, JY Consulting Group Ltd.**  
May 2011 - Present

- Acted as on-site support in client's office premises to perform account servicing activities for 20+ premium customers
- Managed telephone enquiries from customers; liaised with related parties for follow-up actions and handled account-related services
- Managed various regular account servicing duties, including billing report generation, client satisfaction surveying, etc
- Analysed customers' feedback regularly and provided operation enhancement recommendations for further improvement

**ACHIEVEMENTS**

- Contributed to a 10% sales increase in 2014 by improving lead-generation and sales-tracking techniques
- Resolved an average of 100 enquiries in any given week and consistently met performance benchmarks in terms of speed and accuracy

**EDUCATION** **Hong Kong Baptist University, 2008-2011**  
Bachelor of Arts (Honours) in Liberal and Cultural Studies

**SKILLS** Microsoft Office (Word, PowerPoint, Excel & Access)

**LANGUAGES** Cantonese (Native) | English (Proficient) | Mandarin (Proficient)

**AVAILABILITY** One month's notice