

# Millicent R. Ferrer

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## Academic Qualification:

Bachelor of Science in Nursing

## WORK EXPERIENCE:

### Reed Elsevier Philippines - LexisNexis (March 2016-Present)

#### **Sales Account Manager (January 2020-Present)**

- Manage small market accounts
- Serve as the lead point of contact for all customer account matters
- Build and maintain strong, long-lasting client relationships
- In charge of renewing customers with existing contracts
- Negotiate contracts and close agreements to maximize profits
- Drive prospecting and retention initiatives
- Generate sales among client accounts including upsell and cross sell
- Ensure timely and successful delivery of services according to customer's needs
- Identify areas of improvement to meet sales quotas
- Conduct regular business reviews with key accounts
- Collaborate with Sales team to identify and grow opportunities within territory
- Assists with challenging client requests or issue escalations as needed
- Forecast and track key account metrics (e.g. monthly and quarterly sales results and annual forecasts)
- Utilize Salesforce to track activities, opportunities and all sales
- Meet and exceed revenue targets

#### **Sales Consultant (March 2016-January 2020)**

- Help retain the business of customers who have been identified as at risk of cancellation with the help of Relationship/Account Managers
- Actively manage delinquent payers in conjunction with Credit Management team
- Engage with users to drive higher adaptation and usage of products
- Provide opportunities to identify upsell and cross sell within the base business
- Manage customer communications in the form of retention campaigns
- Demonstrate products to show potential customers benefits and advantages
- Establish new customer accounts through dedicated cold calling
- Identify prospects needs and developed appropriate responses along with information on products and services that would be suitable

- Organize company files and creating support system to decrease workload and increase productivity of account managers
- Contact customers as soon as issues arose to immediately find resolution before the problems escalated
- Communicate regularly with territory, regional and strategic managers for daily support and strategic planning for accounts
- Develop and maintain long-term relationships with policyholders

### **Teletch Offshore Management (November 2012-March 2016)**

#### **Interim Trainer (June 2015-March 2016)**

- Identify opportunities and develop new procedures in the knowledge center that will help resolve issues of the customer
- Collaborate with US counterparts prior to changing/updating a procedure
- Collaborate with quality team to gather feedback and plan refresher trainings to help improve quality of service, tracks and manages CSAT due to training, presents training scores, highlights challenges due to attrition, and works closely with hiring to improve quality of hires
- Ensure that all knowledge based updates are cascaded to all bank employees (Including all leaders)
- Send weekly training updates to stakeholders, monitor agent transactions to stay updated with product/ process changes and make necessary updates to training material
- Probe for responses that focus discussions on critical concepts, procedures and skills
- Create friendly and social environment in which learning is promoted
- Involve setting the agenda: the objectives of the discussion and procedural rules
- Make participants comfortable with the system that the company is using
- Ensure that all Compliance courses and assessments are completed by bank employees
- Ensure that deliverables are done on time and efficiently

#### **Product Coach (June 2014-June2015)**

- Support early performance for new hire employees
- Evaluate progress and how much the employee “can do” as a result of the training
- Ensure that new hire employees are motivated, monitored and measured in line with the company’s performance standards.
- Responsible for making sure that any gaps in performance or quality are quickly identified
- Track critical incidents (call avoidance, rudeness, call releases, short calls, etc.)
- Ensure that deliverables are done on time and efficiently

### **Subject Matter Expert (November 2013-June 2014)**

- Provide knowledge support to associates using appropriate workflow
- POC when Team Leader is not around and takes escalation calls when necessary
- Refer unresolved customer grievances to designated departments for further investigation
- Communicate clear expectations and goals to each team member

### **Customer Service Associate (November 2012-November 2013)**

- Assist members via phone. This includes reviewing debit, credit, transaction history, authorizations, declines, and holds on cards. Researches transactions, produces past statements, assists members with fee, overdraft and periodic pay questions, processes requests for daily limit increases and assists members with disputes and/or fraud related questions
- Perform a variety of transactions including account transfers, balance inquiries and account maintenance as related to credit card activity
- Establish new card accounts and close card accounts; orders new or replacement cards and/or PINs for members
- Upsell and Cross sell to new and existing members, presenting necessary information as appropriate for the members' needs
- Document all customer inquiries and comments thoroughly and quickly
- Contact customer to follow up on purchases, suggest new merchandise and inform them about promotions and upcoming events
- Research customer inquiries regarding credit bureau reporting, bankruptcy case notifications, and requests for relief under SCRA. Escalates research findings for appropriate action
- Engage directly with internal employees to assist with inquiries or problems and researches and corrects errors by promptly answering incoming telephone calls and e-mails in a courteous and timely manner as outlined in the department's established service levels
- Understand and comply with all Bank policies and procedures, and federal and state laws and regulations pertinent to this position; stays informed and shares updates on changes with management. Required to successfully complete all required Compliance training

### **Convergys Philippines (Aug 2011-Oct 2012)**

#### **Technical Support Associate**

- Interact with customers to provide and process information in response to inquiries, concerns, and requests about products and services
- Provide technical and network problem resolution to end-users (customers) by performing a question diagnosis while guiding users through step-by-step solutions
- Solutions include, but are not limited to, resolving username and password problems, uninstalling/reinstalling basic software applications, verifying proper hardware and

software set up, power cycling equipment, assisting with navigating around application menus and troubleshooting email issues

- Help retain the business of customers by offering alternative solutions
- Follow up and make scheduled call backs to customers where necessary
- Provide opportunities to identify upsell and cross sell
- Dispatch trouble reports and service orders to outside installation and repair forces
- Maintain service order and trouble report status in various databases
- Follow up with clients to ensure optimal customer satisfaction
- Create cases and claims for damaged, lost or displaced packages
- Remain up-to-date on the latest technologies and solutions applicable to company products

### **Hinduja Global Solutions (Sept 2008-Nov 2009)**

#### **Technical Support Associate**

- Answer general inquiry from customer related to products and services being offered
- Provide basic troubleshooting steps for digital cameras
- Ensure customer satisfaction by delivering world class customer service

#### **Expertise:**

- Account Acquisition & Management
- Strategic Sales and Business Planning
- Consultative B2B and B2C Sales
- Deal Negotiations
- Cold Calling
- CRM Technologies
- Salesforce Development

#### **Competencies:**

- **Drives for Result** – Can be counted on exceed goals successfully; steadfastly pushes self for result
- **Integrity & Trust** – Keeps confidences; admits mistakes; doesn't misrepresent herself for personal gain
- **Customer Focus** – Is dedicated to meeting expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; establishes and maintain effective relationships with customers and gains their trust and respect

- **Perseverance** - Pursues everything with energy, drive and a need to finish; seldom gives up before finishing, especially in the face of resistance and setbacks
- **Listening** – Practices attentive and active listening; has the patience to hear people out; can accurately restate the opinions of others even when they disagree
- **Organizing** – Can marshal resources (people, material, support) to get things done; can orchestrate multiple activities at once to accomplish goal; uses resources effectively and efficiently arranges information and files in a useful manner
- **Composure** – is cool under pressure; does not become defensive or irritated when times are tough; can be counted to hold things together during tough times; can handle stress; doesn't show frustration when resisted or blocked
- **Dealing with Ambiguity** – Can effectively cope with change; can shift gears comfortably; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty
- **Negotiation** – Can negotiate skillfully in tough situations; can win concessions without damaging relationship; can be both direct and forceful as well as diplomatic
- **Learning on the fly** -Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; will try anything to find solution; enjoys the challenge of unfamiliar tasks