

Sara Merhi

Customer Experience Specialist

PROFESSIONAL SUMMARY

Customer experience specialist and Business Marketing student with expertise in data analytics and system knowledge to enhance client retention and satisfaction. Proficient in task automation, AI prompting, and effective communication to streamline processes and foster customer-centric solutions. Focused on leveraging adaptability and organizational skills to drive innovation and sustained business growth. Proven track record of exceeding KPIs, managing multiple inquiries, and improving team performance through training and process improvements. Adept at using technology tools such as Python, SQL, Jira, and CRM systems to enhance operational efficiency.

EXPERIENCE

PROJECT COORDINATOR

Nov 2025 — Present

Facilitate International

- Coordinated and processed 7× the standard training-period work orders for US and Canadian clients, delivering fast and seamless technician–client communication.
- Automating workflow by standardizing data collection, templates, and follow-up processes, and leveraging AI tools thus reducing manual effort and improving KPIs.
- Managing end-to-end assessments by scheduling, gathering specs, obtaining quotes, and preparing proposals, while leveraging tools to streamline tasks and maintaining high accuracy operations in compliance with SLA standard.
- Outsourcing, generating leads, and onboarding clients while handling related tickets on Jira.

CX AND QUALITY CONTROL

Feb 2025 — Nov 2025

Grey Mackenzie Retail

Dbayeh, Lebanon

- Monitored customer interactions to ensure adherence to quality standards, improving overall service accuracy and customer satisfaction levels.
- Developed and enforced quality control protocols that minimized operational errors and maintained compliance with industry regulations.
- Collaborated with cross-functional teams to resolve customer issues efficiently, enhancing first-contact resolution rates and service reliability.
- Analyzed customer feedback and operational data to identify improvement opportunities, driving continuous enhancements in service delivery.
- Coordinated training sessions focused on quality standards, increasing team proficiency and reducing process variability.

CUSTOMER EXPERIENCE SPECIALIST

Mar 2023 — Feb 2025

Toters Delivery

Zalka, Lebanon

- Consistently exceeded KPIs while managing 12-15 simultaneous customer and merchant inquiries through chats and calls, with an average handling time under 8 minutes. Achieved a record high pick-up rate for 6,500 inbound chats, with a 7.7% Customer Satisfaction Index, and recognized as Agent of the Month for exceptional service and results.
- Developed and implemented training programs that improved team performance, ensuring high service standards and meeting departmental targets, earning the sole CX training officer title.
- Led outbound efforts to improve customer retention by managing feedback, resolving issues with personalized solutions, and cross-collaborating with other departments.

ACADEMIC QUALIFICATIONS & EXPERIENCE

B.S. IN BUSINESS MARKETING

- Present

Lebanese American University (LAU)

Beirut, Lebanon

SKILLS & KNOWLEDGE

Data Analytics and System knowledge(Advanced),
Customer-Centric Focus(Strong commitment to delivering exceptional service and building lasting customer relationships, using data to ensure high satisfaction and retention),
Effective Communication(Skilled in clear, concise communication with multiple departments and diverse stakeholders),
Adaptability and Organizational Skills(Capable of managing multiple tasks efficiently in both remote and in-office settings, maintaining attention to detail and meeting deadlines),
Client retention, Task Automation, Artificial intelligence Prompting (AI)(Intermediate).

CERTIFICATIONS AND ACCOMPLISHMENTS

Consumer behavior & Neuromarketing

E-Marketing

Information Technology Management

LANGUAGES

Arabic(Native), English (C2 - Proficiency), French(B1 - Intermediate), German(A2 - Pre-intermediate).

REFERENCES

PIA WAKED

Toters Delivery

• +961 76 374 421

CHAFIC CHAMOUN

Gray Mackenzie Retail

• +961 71 243 763

LINKS

LinkedIn https://www.linkedin.com/in/saralmerhi?utm_source=share_via&utm_content=profile&utm_medium=member_android.

AWARDS
