



# Awah Michael

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## Professional Summary

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Customer Service Specialist with over 3 years of dedicated experience delivering exceptional support in fast-paced, remote settings. Proven track record in resolving complex issues, boosting customer retention, and exceeding key performance metrics. Skilled in leveraging CRM platforms (HubSpot, Zendesk) and live chat tools to provide personalized, efficient service. Strong communicator with a customer-centric approach, adept at de-escalating conflicts and fostering positive client relationships. Committed to continuous improvement through data-driven insights and proactive collaboration within cross-functional teams. Fluent in English and professionally proficient in French.

## Experience

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• **JUMIA CAMEROON** November 2019 - June 2023

Customer Service Representative

**Customer Service Representative**

Key Responsibilities

- Responded to 20-40 customer inquiries daily across phone, email, live chat, and social media, providing clear and helpful assistance.
- Followed and refined communication scripts to maintain consistent professionalism.
- Assisted customers with order processing, returns, and exchanges, maintaining an accuracy rate of approximately 90%.
- Contributed to a roughly 10% reduction in repeat complaints through effective issue identification and resolution.
- Provided product information and guidance to support customer satisfaction and occasional upsell opportunities.
- Managed customer complaints with empathy, aiming for first-contact resolution in the majority of cases.
- Consistently met or exceeded team quality and productivity targets.
- Collaborated effectively with remote team members using Zoom, Slack, and Google Meet.
- Maintained detailed and accurate CRM records using HubSpot and Zendesk.
- Participated regularly in training sessions to improve skills and support team performance.
- Shared practical feedback to help improve customer service processes and overall experience.

## Key Skills

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- Active listening and empathy with conflict resolution experience
- Clear verbal and written communication tailored to diverse audiences
- Basic technical troubleshooting and issue escalation
- Proficient in CRM & ticketing systems: HubSpot, Zendesk & HelloLeads
- Time management and multitasking under pressure
- Attention to detail ensuring accuracy
- Dependable with consistent attendance and teamwork
- Skilled in remote collaboration and virtual communication tools

## Education

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- **University Institute of the Gulf of Guinea** 2017  
Bachelor's in Business Administration  
3.2 GPA

## Tools/Resources

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- Communication Tools ( Live Chat, Zoom, Google Meet, Slack, Discord)
- CRM Tracking Tools (Zendesk, HubSpot, Salesforce)
- Productivity Tools (Notion, Google Workspace, Microsoft Office Suite)

## Achievements & Awards

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- Customer Service Excellence (LinkedIn)

## **Interests**

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- Reading: Customer Psychology, Personal Development, Leadership
- Sports: Teamwork, Discipline, Resilience
- Technology: Exploring New CRM Tools and Digital Service Innovations

## **Languages**

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- ENGLISH: Native
- FRENCH: Professional Proficiency