

# Jeslin John

## CUSTOMER SERVICE MANAGER - CRM, Leadership & Team Management

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## SKILLS

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- **Customer Relationship Management:** Salesforce, Zendesk, and various CRM platforms for customer interaction.
- **SLA & KPI Management:** Managing customer service metrics such as CSAT, NPS, FCR, AHT, Stella to service.
- **Escalation Handling & Issue Resolution:** Resolving high-priority customer issues, utilizing root-cause analysis.
- **Team Coaching & Performance Optimization:** Providing mentorship and performance enhancement strategies.
- **Help Desk & Ticketing System:** Using ticketing systems to streamline issue tracking, ensuring timely resolutions.

## WORK EXPERIENCE

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### Customer Service Operations Manager

September 2022 – April 2025

*GoFor Industries Inc.*

*Remote, Ontario*

- Directed a team of 15 customer care representatives, optimizing performance through targeted coaching and performance tracking, leading to a 10% reduction in customer complaints and boosting customer satisfaction.
- Spearheaded process improvements in workflows using workflow automation and root cause analysis, reducing customer issue resolution time by 20%, streamlining service delivery timelines, and implementing an effective escalation matrix.
- Prepared weekly performance reports and KPI tracking for 15 team members using a ticketing system, ensuring SLA adherence and alignment with KPIs, which enhanced service output by 18% and reduced backlogs by 10%.

### Customer Service Team Lead

November 2020 – August 2022

*GoFor Industries Inc.*

*Remote, Ontario*

- Led a team of 12 customer service agents, boosting productivity by 30% through mentoring and continuous performance evaluations using a performance dashboard and workflow management system, and enhancing team collaboration.
- Improved team morale 50% & fostered collaboration by organizing bi-weekly engagement activities & leveraging an employee engagement platform & communication software, increasing team cohesion, reducing employee turnover 15%.
- Conducted data-driven performance evaluations & implemented targeted coaching plans using sentiment analysis, and a performance management system, increasing key performance indicators by 25%, improving client retention by 18%.

### Customer Advisor Specialist

October 2019 – August 2020

*Concentrix Call Center (Rogers)*

*London, Ontario*

- Managed over 200+ customer calls per day using CRM platforms, ticketing systems, VoIP technology, and IVR systems, optimizing call-handling workflows through automation while maintaining consistently high service quality metrics.
- Resolved complex customer issues through effective troubleshooting protocols, root cause analysis, and knowledge base utilization, reducing discrepancies in customer accounts by 15% and improving overall account accuracy by 12%.
- Delivered exceptional service by leveraging quality assurance benchmarks, customer journey mapping, and real-time analytics, resulting in a 15% increase in customer satisfaction and a 10% improvement in customer retention.

### Customer Service Agent and Night Auditor

May 2018 – August 2019

*Algonquin College, Residence & Conference Centre*

*Ottawa, Ontario*

- Managed guest reservations and check-ins using property management systems, increasing operational performance by 15% while ensuring a smooth check-in experience and maintaining accurate records through automated workflows.
- Created and maintained daily audit reports using financial tracking software, and improving audit accuracy by 25% and ensuring compliance with financial reporting standards, internal controls, and data integrity protocols.
- Streamlined guest account settlements through integrated payment gateways, reconciliation tools, and automated billing systems, reducing processing time 20%, enhancing guest satisfaction by 10% through timely and accurate service.

## PROJECT EXPERIENCE

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### Integration of Stella

*Team Lead at GoFor.Inc*

- Led integration of Stella feedback software into GoFor's operations, aligning survey triggers with key milestones. Collaborated with teams to streamline feedback channels and enhance customer insights using data analytics.
- Trained staff on the system, optimized workflows, and improved CSAT by 15% and response times by 20% within 3 months. Continuously monitored process using performance dashboards to sustain service improvements.

## EDUCATION

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### Graduate Certificate in Project Management

January 2019 – December 2019

*Algonquin College, Ottawa*

### Graduate Certificate in Marketing Management

January 2018 – December 2018

*Algonquin College, Ottawa*

### Bachelor in Business Administration

September 2012 – September 2015

*Heriot Watt University, Dubai*