

# Folake Yusuf, LLB

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Empathetic and results-oriented Customer Care Representative with 5+ years of experience delivering exceptional support across fintech, telecom, and government sectors. Adept at navigating high-pressure environments and regulated frameworks while delivering clear, human-centred communication that builds trust and loyalty. Demonstrated success managing complex or emotionally sensitive cases, resolving escalations, and driving customer satisfaction through data-informed service improvements. Known for translating technical issues into accessible solutions and for serving as a reliable bridge between customers and internal teams, including Compliance, Product, and Operations. Proficient in modern support tools such as Intercom, Zendesk, and Salesforce. Passionate about advocating for customer needs and elevating service standards across the organisation.

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## SUMMARY OF ACCOMPLISHMENTS AND CORE STRENGTHS

- **Customer Experience Leadership:** Delivered high-impact support solutions across fintech, telecom, and government platforms, maintaining exceptional service quality and customer satisfaction ratings. Skilled at handling high-pressure interactions, including emotionally sensitive scenarios such as bereavement, while ensuring adherence to compliance standards (e.g., FCA guidelines).
- **Support Technology Expertise:** Proficient in Intercom, Zendesk, and Salesforce platforms. Leveraged advanced features to track customer pain points, streamline ticket resolution workflows, and provide analytics-based feedback to Product and Operations teams.
- **Cross-functional Collaboration:** Liaised with Product, Compliance, and Engineering teams to identify and resolve systemic service challenges, influencing roadmap enhancements based on customer feedback and real-time issue trends.
- **Customer Advocacy & Policy Navigation:** Acted as a dedicated advocate for vulnerable users, ensuring equitable service access and appropriate escalation pathways. Trusted to interpret and communicate complex financial and regulatory policies in user-friendly language.
- **Process Optimisation & Trend Analysis:** Identified recurring customer issues through pattern analysis, enabling the implementation of proactive support content, guided flows, and FAQ improvements.
- **Regulated Industry Experience:** Specialised in handling customer service operations within frameworks governed by fintech regulations, government protocols, and data security best practices.

- *Customer Advocacy • Escalation Management • Knowledge Base Optimization • Omnichannel Support*
- *CRM Tools (Intercom, Zendesk, Salesforce) • Helpdesk Operations • Service Recovery Strategy • Root Cause Analysis*
  - *Customer Experience (CX) Design • Ticket Lifecycle Management • KPI-Driven Support (CSAT, FCR, AHT)*
  - *Emotional Intelligence (EQ) • Vulnerable Customer Handling • Compliance-Aligned Communication (FCA, GDPR)*
  - *Workflow Automation • Cross-Functional Collaboration • Customer Journey Mapping • Self-Service Enablement*
    - *Digital Contact Center Tools • Jira • Confluence • Slack • G Suite • Microsoft Office*
- *Level 1 Certificate in Digital Contact Centre Operations • Cybersecurity Awareness • IT & Digital Skills (Level 2)*

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## PROFESSIONAL EXPERIENCE

### The SaasyPeople Campaign with Moneybox, London, UK

Customer Service Supervisor (Dec 2024–Till Date)

- Delivered empathetic support via Intercom and phone across account and appointment issues, consistently aligning tone and delivery with Moneybox's brand values.
- Collaborated cross-functionally to flag recurring friction points, resulting in product improvements and faster resolution times.
- Championed user success by providing human-centric, confidence-boosting assistance in financial app navigation and account usage.
- Consistently upheld regulatory and security compliance while maintaining a conversational and user-friendly support style.
- Proactively identified recurring customer pain points through ticket trend analysis, escalating insights to Product and Operations to inform feature updates.

- Managed sensitive life event queries (e.g., bereavement, fraud) with discretion and care, ensuring emotionally appropriate and policy-compliant resolutions.

### **Nationwide Building Society, London, UK**

Project Management (July 2024–Oct 2024)

- Delivered sensitive case handling with compassion and professionalism, guiding customers through challenging life events such as bereavement, fraud, and power-of-attorney scenarios.
- Navigated emotionally intense conversations with tact, aligning each interaction with internal protocols and legal obligations to ensure compliant outcomes.
- Acted as a trusted point of contact for vulnerable customers, providing tailored support and reassurance while maintaining strict adherence to privacy and conduct regulations.
- Collaborated with Legal, Compliance, and Operations teams to assess and resolve complex non-standard customer cases outside traditional workflows.
- Interpreted regulatory guidelines (e.g., FCA, GDPR) into customer-friendly language, ensuring transparency without sacrificing clarity or empathy.
- Identified gaps in existing SOPs for high-risk or sensitive scenarios, contributing to the redesign of internal playbooks and escalation frameworks.
- Drafted and refined knowledge base articles, response templates, and macros for sensitive case categories, improving speed and consistency of resolution across the team.
- Regularly participated in risk reviews and case audits to ensure service delivery aligned with organisational values, regulatory standards, and internal KPIs.
- Partnered with internal teams to address process breakdowns impacting sensitive user experiences, including death notifications, estate closures, and fraud reporting.
- Took the lead on “difficult conversation” tickets, de-escalating emotionally heightened interactions and offering thoughtful, resolution-driven follow-ups.

### **Teleperformance Campaign with HM Passport Office, London, UK**

Customer Service Advisor (Nov 2021–Jan 2024)

- Served as the first point of contact for UK citizens applying for or renewing passports via calls and emails. Guided applicants through the end-to-end passport process, including document requirements, eligibility checks, payment issues, and biometric submissions.
- Escalated urgent or sensitive queries in line with government handling procedures, ensuring timely and compliant resolution.
- Used data analytics to understand trends in customers' demand and experiences. Provided management reports.
- Demonstrated strong working knowledge of Home Office policy updates, quickly adapting to revised procedures and ensuring accurate information delivery.
- Handled time-sensitive travel queries (e.g. emergencies, compassionate travel, expiring visas) with urgency, empathy, and precision.
- Ensured GDPR compliance and data security standards while managing confidential applicant information across digital and telephony systems.
- Achieved high performance in QA-monitored calls by demonstrating accuracy, clarity, and consistency in communication.
- Provided tailored assistance to vulnerable individuals, elderly callers, and those with accessibility needs, ensuring inclusive service delivery.
- Logged and categorized queries using CRM systems, enabling accurate tracking, pattern identification, and workload distribution.
- Delivered feedback to team leaders on common customer misconceptions, contributing to the development of FAQs and updated scripts.
- Collaborated with escalation teams and caseworkers to support the resolution of complex or stalled applications, ensuring follow-up and transparency.
- Played a key role in maintaining call queue efficiency during national service backlogs, consistently exceeding daily performance targets.
- Participated in internal briefings and refresher training to stay informed on compliance, fraud prevention, and identity verification protocols.

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## EDUCATION

- Bachelor of Law (LLB), Lead City University, Nigeria (2009)

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## CERTIFICATION

- Level 1 Certificate in Digital Contact Centre Operations
- Level 1 Award in Cybersecurity
- Level 2 Award in Digital and IT Skills

### **Trainings Attended**

CRM Workshop | Service Management