



# Saiful Islam

Customer manager

[View profile on Dweet](#)

## Languages

English (Fluent)

Bengali (Native)

Hindi (Work Proficiency)

## About

Experienced Customer Advisor with expertise in KPI management, customer service, and store operations at Boots. Proven success in boosting sales and reducing shrinkage. Adaptable team player skilled in inventory management, merchandising, and promoting in-store offers to enhance the customer experience.

### BRANDS WORKED WITH

- YBSM PARTNERS LTD
- Boots
- SMTA Enterprise

## Experience

### Accountant

YBSM PARTNERS LTD | Jan 2024 - Now

- Conducted over 40 monthly bank reconciliations, reducing discrepancies by 25% and ensuring 100% accuracy.
- Maintained detailed financial records for over 30 clients, achieving a 98% accuracy rate in transaction categorization for seamless tax reporting.
- Utilized QuickBooks and Zero to manage financial data, boosting efficiency by 20% and producing over 50 comprehensive reports monthly.
- Provided expertise in bookkeeping, self-assessment, payroll, and VAT assistance, leading to a 30% increase in client satisfaction.
- Collaborated with colleagues to streamline project organization, reducing turnaround time for tax filings by 15% and implementing process enhancements, increasing operational efficiency by 20%.
- Fostered strong client relationships, resulting in a 25% increase in client retention and contributing to a 10% growth in business revenue, while effectively communicating complex tax matters to achieve a 90% satisfaction rate among clients and colleagues.
- Implemented a customer feedback system to gather insights and enhance service delivery.

### Customer Advisor

Boots | Feb 2023 - Now

- KPI Management: Focused on KPIs like Sales, Shrink, Labour, and Mystery Guest scores. Implemented strategies that boosted sales, reduced shrinkage, optimized labour, and enhanced customer experience.
- Customer Service: Deliver warm and efficient assistance to customers, handle inquiries, resolve issues, promote store services, and ensure a high level of customer satisfaction.
- Electrical Beauty and Dental Shelf Management: Led the management of the Electrical Men's, Electrical Women's, Hair, and Electrical Dental sectors, handling an inventory of 200 items. Developed and executed strategic inventory management and promotional initiatives, boosting sales by 40% and decreasing shoplifting by 60%, resulting in weekly sales of £15,000.
- Store Operations: Support all aspects of store operations, including inventory management (first filling, gap scans, pulling forward products), maintaining a clean, safe, and organized environment, managing cash handling, and operating the till with accuracy.
- Team Collaboration: Work closely with team members to foster a cooperative work environment, share insights for performance improvement, and support their development to enhance overall store efficiency.
- Sales and Merchandising: Contribute to creating attractive merchan-

dise displays, manage in-store merchandising, implement promotional strategies to drive sales, and actively engage with customers to promote products and services.

- **Process Improvement:** Participate in efforts to streamline store operations, enhance communication, and identify opportunities for process improvements to boost overall store performance and efficiency.

- **Customer Promotions:** Actively promote in-store offers and services, ensuring customers are informed about current promotions and deals to enhance their shopping experience and drive sales.

## ● **Manager**

SMTA Enterprise | Jan 2018 - Dec 2022

- Led and inspired a team of 50 employees, catalyzing a remarkable 20% surge in productivity. Spearheaded strategic initiatives resulting in a 15% uptick in revenue and a substantial 25% expansion of market reach.

- Oversaw all operational facets, meticulously reducing waste and costs by a notable 20%. Implemented lean principles with precision, driving efficiency gains across the board.

- Skillfully managed financial resources, orchestrating a 10% increase in profitability while maintaining a steady 15% growth trajectory. Identified and capitalized on \$30,000 worth of annual cost-saving opportunities through astute financial analysis.

- Maintained an unwavering commitment to stringent quality control measures, achieving an impressive 99% compliance rate. Proactively addressed defects and customer complaints, enhancing product excellence.

- Leveraged cutting-edge technologies to achieve a remarkable 30% increase in production efficiency. Embraced automation and data analytics tools to optimize operations and streamline processes effectively.

- Fostered a culture of continuous improvement, encouraging feedback and innovation to drive operational excellence and stay ahead in a competitive market landscape.

- Developed and communicated a clear strategic vision for the company, aligning all initiatives with long-term objectives. Conducted market research and analysis to identify emerging trends and opportunities.

## **Education & Training**

---

2023 - 2024 ● **Ulster University**  
Master of Science, International Business

2020 - 2021 ● **National University**  
Master of Business Administration, Accounting

2014 - 2018 ● **National University**  
Bachelor in Business Administration, Accounting