



Burhan Mapara

Sales Assistant

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Languages

English (Native)

Gujarati (Fluent)

About

I am a dedicated retail professional with extensive customer service and sales experience at Boots, achieving 100% on a mystery shopper assessment. My adaptability and focus on customer satisfaction make me an asset to any fast-paced retail environment.

BRANDS WORKED WITH

Citizens Advice

Boots

Tesco

Experience



IT Assistant

Citizens Advice | Jan 2024 - Now

At Citizens Advice, I excelled as an IT Assistant, delivering comprehensive technical support in a fast-paced and evolving tech environment. I was responsible for installing and configuring software, managing user accounts, and conducting system upgrades. My proactive approach to resolving technical issues, coupled with a strong focus on customer satisfaction, enabled seamless IT operations and contributed to achieving smooth organisational workflow. Key responsibilities

- Troubleshooting IT issues promptly and efficiently, ensuring minimal disruption to workplace operations.
- Resolving employee tickets and complaints with precision, maintaining high levels of user satisfaction.
- Maintaining and upgrading existing hardware devices to ensure optimal performance and reliability.
- Installing new software and collaboration tools, enhancing productivity and communication.
- Diligently maintaining company assets, including laptops, computers, storage devices, and peripherals, ensuring they are in peak condition.
- Securing company digital assets and business data, implementing robust cybersecurity measures to protect sensitive information

Sales Advisor / People's Champion

Boots | Jan 2022 - Now

Responsible for delivering top-notch customer service at Westfield White City, one of the company's busiest and high-profile stores. Prioritising customer satisfaction, I maintained high shop floor standards to attract and retain customers. My responsibilities included multitasking, working independently, and collaborating within a team to achieve sales targets. Thriving under pressure, I excelled in the fast-paced retail environment. Key responsibilities

- Ensuring exceptional customer service via mystery shopper evaluations; previously achieved 100% on a mystery shopper assessment.
- Driving sales growth and increasing average spend per customer by strategically managing key lines at tills.
- Taking ownership of assigned tasks and executing them efficiently and effectively.
- Strengthening brand value by actively enrolling customers in the company's loyalty program.
- Handling customer complaints, refunds, and cash transactions with precision.
- Maintaining store vigilance and promptly reporting any issues to security/management.
- Conducting end-of-day recovery operations to uphold impeccable housekeeping standards.
- Continuous stock replenishment and unwavering commitment to customer availability, offering alternatives, implementing link selling strategies, and ensuring customer satisfaction.



Tesco Sales Assistant

Tesco | Jan 2020 - Jan 2022

Thriving in a demanding retail setting, I demonstrated excellence at Enfield Superstore, a prominent store, delivering exceptional customer

service in the dynamic and COVID-19-affected atmosphere. Focused on customer satisfaction, I upheld shop floor standards, managing various responsibilities from shelf stacking to adapting to evolving norms and achieving company sales targets.

Key responsibilities

- Navigate and adapt to the fast-paced retail environment, overcoming challenges posed by COVID-19 measures.
- Drive sales growth and optimise average spend per customer by strategically managing key lines.
- Take ownership of tasks, ensuring efficient and effective execution in the dynamic retail landscape.
- Actively contribute to strengthening brand value by engaging customers in the loyalty program and adapting to new norms.
- Address customer concerns, process refunds, and manage cash transactions with precision in a high-paced setting.
- Maintain vigilant store operations, promptly reporting issues to security/management relating to availability and keen focus on driving down company shrinkage, theft and damage metrics
- Execute end-of-day operations efficiently, upholding impeccable housekeeping standards during the pandemic era.
- Implement continuous stock replenishment, prioritising customer availability, and employ strategic sales training to guarantee customer satisfaction.

Education & Training

- **Westminster University**

Computer Science Bsc,