

# Ravi Kapoor

CUSTOMER SERVICE REPRESENTATIVE

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Customer service representative with four years of experience across telecoms and financial services. Currently handling 50+ inbound calls per day at a major UK bank, covering current accounts, savings, and card disputes. Consistently in the top 15% for customer satisfaction scores and first-call resolution.

## EDUCATION

### BTEC Level 3 Extended Diploma in Business

Leeds City College, Leeds  
Sep 2017 – Jun 2019

Distinction\*. Modules covered customer service management, marketing, and business finance.

## SKILLS

- Inbound Call Handling
- Complaint Resolution
- CRM Systems (Salesforce, Pegasus)
- Live Chat & Email Support
- Upselling & Cross-Selling
- Fraud Escalation Handling
- First-Call Resolution
- Data Protection & GDPR
- Microsoft Office (Word, Excel, Outlook)
- Active Listening & De-escalation

## CERTIFICATIONS

### NVQ Level 2 in Customer Service

City & Guilds  
Sep 2021 – Mar 2022

### FCA Conduct Rules Training

First Direct / HSBC Group  
Aug 2022

## LANGUAGES

- English (native)
- Hindi (conversational)

## REFERENCES

### Louise Barton

Team Manager, First Direct  
louise.barton@firstdirect.com, +44 7700 900 123

### James Okoro

Contact Centre Team Lead, Sky  
james.okoro@sky.uk, +44 7700 900 456

## EXPERIENCE

### Customer Service Advisor, First Direct, Leeds

Aug 2022 – Present

Phone-based customer service for the UK's highest-rated bank, handling personal banking queries.

- Handle an average of **55 inbound calls per day** covering account queries, card disputes, and payments
- Maintain a customer satisfaction score of **94%** against a team target of 88%
- First-call resolution rate of **87%**, consistently in the top 15% of the 200-person contact centre
- Trained as a **fraud escalation handler** — process an average of 8 suspected fraud cases per shift

### Customer Service Representative, Sky, Leeds

Jan 2021 – Jul 2022

Handled inbound calls and live chat for Sky broadband and TV customers.

- Managed **40–50 contacts per day** across phone and live chat channels
- Upsold broadband upgrades and Sky Glass packages — hit **120% of monthly sales target** for 8 consecutive months
- Reduced average handling time from **9.5 minutes to 7.2 minutes** after identifying common call drivers and building personal quick-reference guides

### Retail Sales Assistant, Currys, Leeds

Mar 2020 – Dec 2020

Worked on the shop floor during the pandemic period, mainly covering click-and-collect and phone enquiries.

- Processed an average of **70 click-and-collect orders per day** during the lockdown period
- Handled phone enquiries for product availability and delivery scheduling
- Achieved **£12,000 in upsell revenue** from care plans and accessories over 10 months

## PROJECTS

### New Starter Buddy Programme – First Direct

Jun 2023 – Dec 2023

Helped design and pilot a buddy programme for new contact centre starters.

- Paired with **8 new starters** over 6 months, sitting in on calls and providing real-time coaching
- Buddied starters reached competency sign-off **2 weeks faster** on average than the previous cohort
- Programme was rolled out across **all 4 shift teams** based on pilot results

### Call Driver Analysis – Sky Broadband

Sep 2021 – Jan 2022

Identified the top 10 reasons customers called about broadband issues and built quick-reference troubleshooting guides.

- Analysed **3 months of call notes** to categorise the most common fault types
- Created one-page guides that reduced average handling time by **2.3 minutes** for router-related calls

## EXTRA CURRICULAR ACTIVITY

### Volunteer Call Handler – Leeds Mind

Jan 2023

Answer calls on the local mental health support line one evening per week. Completed safeguarding and active listening training through Mind.

### 5-a-side Football – Leeds Thursday League

Jun 2021

Play weekly in a local league. Organise the team's fixtures and manage the group chat for 12 players.