



MUHAMMAD ATIF ZIA

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TIP Housing Colony Haripur

EDUCATION

Bachelor of Business
Administration ,BBA

University of Haripur

2016 - 2020

SOFT SKILLS

- Microsoft Office Suite (Excel, Word, Outlook, and PowerPoint)
- Point of Sales Software (POS)
- Temenos 24 Software
- Digital Marketing

SKILLS

- Sales
- Marketing
- Customer Service
- Team Work
- Multi Tasking
- Inter Personal Skills
- Cross-functional Collaboration
- Team Collaboration

LANGUAGES

- ENGLISH
- URDU

REFERENCES

Refrence can be furnished upon request

ABOUT ME

Versatile professional with 3 years in retail pharmacy and 1 year in retail banking. Proven track record in delivering exceptional customer service, strong interpersonal skills, and ensuring client satisfaction. Comprehensive knowledge of pharmaceutical products and banking services. Adept at managing diverse customer needs, fostering positive relationships, providing a solid foundation for strategic customer relationship management.

WORK EXPERIENCE

Banking Service Officer

2022 - 2023

Allied Bank Limited , Pakistan

- Facilitating seamless bank account openings and managing associated documentation processes.
- Addressing and resolving diverse customer queries related to accounts and transactions.
- Providing comprehensive guidance on a wide array of bank products and services.
- Efficiently executing various non-cash transactions for customers.
- Conducting periodic and regular KYC exercises in accordance with the established schedule.
- Ensuring strict adherence to compliance and SOPs as outlined by the bank's policy.
- Proactively identifying and implementing improvements to enhance customer service.
- Collaborating with cross-functional teams to streamline account related processes.
- Monitoring and analyzing customer feedback to drive continuous service improvement.
- Leveraging effective communication skills to educate customers on financial literacy and best banking practices.

Admin Assistant

2020 - 2022

ZS Watson Pharmacy , Pakistan

- Oversee customer service operations to enhance overall customer experience.
- Manage online queries and concerns, promoting positive interactions on platforms like Facebook.
- Ensure smooth communication and prompt resolution of customer issues.
- Maintain positive brand image through effective customer engagement.
- Implement strategies to boost customer satisfaction in-store and online.
- Foster a customer-centric approach within the pharmacy team.
- Collaborate with marketing team to align customer service efforts with social media strategies.
- Monitor and professionally respond to feedback on various platforms.
- Implement customer service policies to exceed customer expectations.
- Continuously evaluate and improve customer service initiatives.
- Support and provide guidance to employees for effective customer service deliver