Aadam Ghaffor

07305942164| Stourbridge
Aadamghaffor@gmail.com

Professional Summary

A friendly, approachable, and highly motivated professional with extensive experience in customer service and team leadership including over four years of experience across customer service, financial services, operations, and team management. Proven track record of leading and developing high-performing teams, managing KPIs, conducting coaching and performance reviews, and resolving complex customer issues in fast-paced environments. Experienced in banking operations, fraud prevention, quality assurance, and regulatory compliance, with a strong focus on delivering exceptional customer experiences and driving continuous improvement. Recognised for strong communication skills, leadership capability, and the ability to motivate teams to achieve business objectives while maintaining high standards of service and compliance.

Key Skills

- Customer Service Excellence
- Team Leadership & Coaching
- Performance & KPI Management
- Complaint Resolution & Escalation Handling
- Fraud Prevention & Risk Management
- Quality Assurance & GDPR Regulatory Compliance
- Problem Solving & Decision Making
- Operational & Process Improvement

Work History

July 2022 – November 2025 | Customer Service Team Leader, Firstsource Solutions, Birmingham

- Delivered exceptional customer service and upskilled to handling a wide range of personal banking, credit card, and fraud-related enquiries.
- Supported customers with account management, resolving issues efficiently while ensuring a positive customer experience.
- Completed specialist training in Personal Banking, Credit Cards, Debit Card Fraud, and Online Fraud Telephony.
- Led and managed a team of 12–15 customer service advisors, providing guidance, support, and performance coaching.
- Conducted regular 1:1 meetings, coaching feedback sessions, and performance reviews to drive individual and team development.
- Monitored team performance against key performance indicators (KPIs) and service level targets.
- Acted as the first point of escalation for complex customer queries and complaints, ensuring timely and effective resolutions.
- Ensured compliance with banking regulations, company policies, and data protection requirements.
- Collaborated with management to identify process improvements and enhance customer service delivery.
- Maintained accurate records and documentation while handling sensitive customer information securely.
- Handled sensitive conversations with vulnerable customers, demonstrating empathy, professionalism, and adherence to regulatory requirements.

November 2025 – Present | Customer Service Team Leader, Rocksteady Music School, Birmingham

- Lead and support a customer service team of 6-8 individuals, driving high performance through coaching, mentoring, and regular development sessions.
- Monitor and analyse key performance indicators (AHT, CSAT, QA, FTR) to ensure service targets are consistently achieved.
- Conduct weekly 1:1 meetings and performance reviews, creating tailored development plans to improve engagement and productivity.

- Perform monthly performance analysis and reporting, identifying trends and opportunities for continuous improvement.
- Act as the primary escalation point for complex customer enquiries and complaints, delivering effective and customer-focused resolutions.
- Carry out quality assurance reviews across calls, emails, and live chats, providing structured feedback and actionable improvement plans.
- Ensure compliance with GDPR, company policies, and regulatory requirements through regular monitoring and quality checks.
- Collaborate with management to identify process improvements, enhance customer journeys, and support operational excellence.
- Contribute to organisational growth by recommending improvements to customer service processes, safety measures, and team performance strategies.

Other Work Experience
April 2022 – July 2022 – Team Member, KFC, Stourbridge
August 2021 – November 2021 – Food Production Operative, David Wood Foods, Dudley
November 2018 – February 2019 – Team Member – Amblecote Fish Bar, Amblecote
November 2019 – Volunteer Team Member, WORLDSKILLSUK

References can be provided upon request

Education & Certifications

- BTEC Level 3 Extended Diploma in Business – D*D*D
- Level 2 CISI Certificate