

GHATI ANN

Customer Support

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PROFESSIONAL SUMMARY

Customer support professional with 7+ years of experience troubleshooting technical issues, prioritizing customer inquiries across email channels, and collaborating with cross-functional teams to resolve complex problems. Skilled in Zendesk, Notion, and Slack-based workflows, with a track record of identifying trends from customer inquiries to suggest proactive solutions. Adept at escalating product feedback to engineering and design teams, maintaining SLA compliance, and advising users on practical solutions cutting response times by 40% and documentation errors by 30%. A fast learner who becomes a product expert quickly and thrives in global, async team environments.

PROFESSIONAL EXPERIENCE

Customer Service Specialist — Insurance Associate, Direct Line Assurance 11/2019 – Present
Specialist | Direct Line Assurance, Nairobi, Kenya | Nov 2019 – Present Nairobi, Kenya

- Prioritized and resolved 100+ daily customer inquiries across email channels and support platforms, compliance and consistently high satisfaction outcomes.
- Troubleshoot a wide range of technical and account issues across desktop and mobile platforms, escalating complex cases to engineers and designers with detailed context to accelerate resolution.
- Became a product and process expert, advising customers on practical solutions and guiding them through features, account management, payments, and onboarding workflows.
- Identified recurring trends from customer inquiries and collaborated with internal teams to update knowledge base articles and implement proactive solutions, reducing issue recurrence.
- Escalated product feedback to inform engineering and operations improvements, contributing to workflow changes that cut processing time by 40%.
- Collaborated with cross-functional teams via internal tools to manage tickets, documentation, and follow-ups improving CRM data accuracy by 30% through standardized record-keeping.

Marketing Support Associate, Sanergy / Fresh Life 02/2016 – 08/2017
Marketing Support Associate | Sanergy / Fresh Life, Nairobi, Kenya | Feb 2016 – Aug 2017 Nairobi, Kenya

- Coordinated multi-team communication to streamline customer onboarding processes, reducing handoff delays and improving activation efficiency.
- Developed standardized reporting templates adopted across sales and operations, improving cross-departmental data visibility and accuracy.

Sales & Customer Support Associate | Sanergy / Fresh Life, Nairobi, Kenya | Jul 2013 – Jan 2016

- Delivered frontline customer support via email and in-person, troubleshoot service concerns, and acted as a liaison between sales, marketing, and operations for seamless communication.

EDUCATION & CERTIFICATIONS

Diploma, Business Administration & Management, Zetech University 11/2017
Kenya

CORE COMPETENCIES

- Insurance Quoting & Requoting
- Renewals & Cancellations
- Carrier Portal Navigation
- Client Communication & Compliance
- Cross-Functional Coordination
- Policy Servicing & Endorsements
- CRM Management & Data Accuracy
- Underwriting Documentation
- Workflow & Document Management

Certifications

- Project Management (Asana)
- AI Fluency & Foundations (Anthropic)
- Virtual Assistant Training (ALX Africa)
- TOEFL iBT
- AI Career Essentials (ALX Africa)

KEY ACHIEVEMENTS

Performance Impact

- Cut response and processing time by 40% by redesigning inquiry-routing workflows and implementing structured response templates.
- Reduced documentation errors by 30% through standardized CRM record-keeping practices adopted team-wide.
- Boosted field team productivity by 25% through targeted training and performance coaching initiatives.
- Streamlined customer onboarding documentation, improving new user activation efficiency across departments.

TECHNICAL SKILLS

Software & Platforms

- CRM Systems (Zendesk, Intercom)
- Microsoft Office
- Google Workspace
- Asana

Domain Expertise

- Carrier Portal Navigation
- Ticketing & Policy Management Tools
- Data Entry & Reporting