Sipho Masemula

Customer Service & Administrative Professional | Client Relations | Banking Operations | Marketing & Office Support | Compliance & Stakeholder Engagement

Personal Details

Marshalltown, Johannesburg, 2001, South Africa
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siphomasemula14@gmail.com
Driver Licence: Yes, Own Transport
EE Status: African, Male
Nationality: South African

Qualifications

2018 Rosebank College, **Diploma in Commerce Marketing Management**

2014 Settlers Agricultural High School, **Nati**

Continuous Professional Development (CPD)

Real-Time Credit Card Fraud Detection Certificate | Fraud Risk Analytics (Excel & AI Tools) Certificate | Fraud Prevention & Dispute Resolution Certificate | Forensic Accounting: Fraud Investigation Certificate |

Digital Marketing Certificate | Brand Management Certificate |

Language Proficiency

English, Read, Write, Speak, Fluent

Results-driven Customer Service and Administrative professional with experience across banking, financial services and corporate environments, delivering exceptional customer support, administrative coordination, stakeholder engagement and operational assistance. Demonstrated expertise in customer relationship management, banking operations, compliance, account administration, problem resolution and client retention, complemented by practical experience in project coordination, marketing administration and business support. Adept at managing high volumes of customer interactions across multiple communication channels while maintaining accuracy, confidentiality and strict adherence to regulatory and organisational standards. Holds a Diploma in Commerce (Marketing Management) supported by continuous professional development in digital marketing, brand management, fraud prevention, forensic accounting and fraud analytics, providing a well-rounded understanding of customer engagement, business operations and risk management.

A proactive and adaptable professional recognised for exceptional communication skills, strong organisational abilities and a customer-centric approach to service delivery. Experienced in supporting cross-functional teams, coordinating administrative processes, maintaining accurate documentation, preparing reports and contributing to operational efficiency within fast-paced environments. Passionate about delivering service excellence, improving customer experiences and supporting organisational objectives through professionalism, collaboration and continuous improvement. Currently seeking opportunities within customer service, administration, marketing, back-office operations or public sector environments where strong interpersonal skills, administrative expertise and commitment to quality service can contribute to organisational success.

Personal Attributes: Results-driven | Committed | Customer-focused | Passionate Abou Service Excellence | Professional Communicator | Honest | Dependable | Adaptable | Resilient | Strong Analytical & Problem Solving Abilities | Proactive | Positive Mindset | Reliable | Collaborative | Ethical |

Professional Experience

Jul 2021 – Present |
ABSA BANK, South Africa, **Industry:** Banking | Financial Services,

Jul 2024 to Present | Position: Collections Inbound & Outbound Consultant

Achievements:

- Consistently achieved departmental service delivery and productivity targets within a high-volume contact centre environment.
- Assisted customers in establishing realistic repayment arrangements, contributing to improved portfolio performance.
- Maintained high levels of compliance with the National Credit Act and internal banking policies during audits.
- Successfully identified potential fraud risks and escalated cases in accordance with banking procedures.

Key Responsibilities:

- Manage inbound and outbound customer interactions regarding personal loans and cheque accounts.
- Negotiate repayment arrangements in line with banking policies and customer affordability.
- Update customer account information and maintain accurate financial records.
- Resolve account-related queries and provide appropriate banking solutions.
- Identify potential fraud indicators and escalate suspicious activities.
- Maintain compliance with the National Credit Act and regulatory requirements.
- Support collections strategies while maintaining positive customer relationships.
- Prepare accurate customer notes and case documentation.

Key Expertise

Customer Service & Client Relations

- Customer Relationship Management
- Customer Service Excellence
- Client Relationship Management
- Customer Experience Management
- Customer Retention
- Customer Support
- Client Engagement
- Complaint Resolution
- Conflict Resolution
- Service Delivery
- Stakeholder Engagement
- Customer Communication

Administration & Office Support

- Office Administration
- Administrative Support
- Document Management
- Records Administration
- Data Capturing
- Report Preparation
- Office Coordination
- Email Correspondence
- General Office Support
- Document Control
- Information Management
- Administrative Compliance

Banking & Financial Services

- Banking Operations
- Personal Loans Administration
- Account Management
- Collections Administration
- Debt Recovery
- Credit Risk Awareness
- Financial Record Management
- Banking Compliance
- National Credit Act Compliance
- Fraud Identification
- Fraud Prevention
- Regulatory Compliance

Marketing & Business Support

- Marketing Administration
- Digital Marketing
- Brand Management
- Campaign Coordination
- Marketing Communications
- Event Coordination
- Public Relations Support
- Stakeholder Communications
- Promotional Activities
- Business Development Support

- Liaise with internal departments to resolve complex account issues.
- Maintain service level agreements and productivity targets.
- Deliver professional customer service while protecting the bank's reputation.
- Ensure confidentiality of customer information and financial records.

Jul 2021 to Jun 2024 | Position: Junior Customer Service Consultant

Achievements:

- Delivered exceptional customer service while consistently meeting quality and performance standards.
- Improved customer satisfaction through timely query resolution and professional support.
- Contributed to customer retention by identifying suitable banking products and services.

Key Responsibilities:

- Respond to customer enquiries via telephone, email and branch support.
- Resolve customer account queries and banking-related requests.
- Provide information on banking products and financial services.
- Support customer onboarding and account administration.
- Promote suitable banking products through ethical cross-selling.
- Process customer requests accurately and efficiently.
- Maintain customer records and banking documentation.
- Escalate complex customer issues where required.
- Assist with operational reporting and administrative support.
- Ensure compliance with banking policies and customer service standards.
- Maintain confidentiality of customer information.
- Contribute to continuous improvement of customer service processes.

Feb 2021 – Jun 2021 | 0 Years, 5 Months

ALTRON BYTES DOCUMENT SOLUTIONS (XEROX), South Africa,

Industry: Information Technology | Digital Solutions,

Feb 2021 to Jun 2021 | Position: Project Management Learnership

Key Responsibilities:

- Coordinate project administration activities.
- Maintain project documentation and records.
- Prepare project reports and status updates.
- Assist with procurement administration and stock control.
- Track project milestones and deliverables.
- Coordinate communication with internal stakeholders.
- Support compliance and governance documentation.
- Assist with project scheduling and planning activities.
- Monitor project documentation accuracy.
- Support digital transformation initiatives.
- Maintain project filing systems and document control.

Feb 2020 to Feb 2021 | Position: Marketing Intern

Key Responsibilities:

- Provide administrative support to the marketing department. Coordinate marketing campaigns and promotional activities.
- Prepare marketing documentation and reports. Maintain marketing databases and records.
- Assist with event planning and logistics. Coordinate stakeholder communication.
- Prepare promotional and branding material.
- Manage digital content updates and communication. Support public relations initiatives.
- Maintain inventory of promotional material.
- Assist with office administration and document management.
- Liaise with clients, suppliers and internal stakeholders.

Programme & System Literacy

MS Word | MS Excel | MS PowerPoint | MS Outlook |

Professional Endorsements

Available on Request