

Saralee Hadwin

Retention Specialist

Dedicated Retention Specialist with 1 year of experience in customer service and client retention strategies. Proven track record of improving customer satisfaction and loyalty by understanding client needs, addressing concerns, and providing tailored solutions. Adept at building strong relationships, working collaboratively with cross-functional teams, and utilizing effective communication skills to ensure customer satisfaction and business growth.

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1234 Maple Street, Nashville, TN
37201



Education

**Bachelor of Arts in Business
Administration with a focus
on Customer Relationship
Management at Middle
Tennessee State University,
Murfreesboro, TN**

Aug 2017 - May 2022

Relevant Coursework:
Customer Relationship
Management, Marketing
Strategy, Sales Management,
Business Analytics, Consumer
Behavior, Service Operations,
and Organizational Behavior.

Links

[linkedin.com/in/saraleehadwin](https://www.linkedin.com/in/saraleehadwin)

Skills

Salesforce proficiency



Zendesk expertise



Data analysis



Conflict resolution



Active listening



Empathy development



CRM mastery



Employment History

Retention Specialist at FirstKey Homes, TN

Feb 2023 - Present

- Successfully increased customer retention rate by 25% within a year, resulting in a reduced turnover rate and a higher number of long-term tenants at FirstKey Homes, TN.
- Implemented a comprehensive tenant satisfaction program that led to a 40% improvement in tenant feedback scores, contributing to enhanced tenant loyalty and better overall living experience.
- Reduced the average resolution time for tenant complaints by 50% through streamlining communication processes and implementing effective problem-solving strategies.
- Conducted a thorough analysis of tenant attrition data, leading to the identification and resolution of key issues, ultimately saving the company \$100,000 in potential lost revenue from tenant turnover.

Associate Retention Specialist at Asurion, TN

Jul 2022 - Dec 2022

- Reduced customer churn rate by 15% within the first year by implementing targeted retention strategies and personalized solutions, resulting in increased customer loyalty and satisfaction for Asurion.
- Streamlined communication processes between departments, leading to a 20% increase in efficiency and a 10% reduction in average customer issue resolution time, thereby improving overall customer experience.
- Successfully upsold and cross-sold Asurion products and services to 25% of at-risk customers, generating an additional \$500,000 in annual revenue and contributing to company growth.
- Developed and delivered comprehensive training programs for new hires, leading to a 30% decrease in onboarding time and a 10% increase in employee retention rates within the first six months.

Certificates

Certified Customer Retention Specialist (CCRS)

Oct 2021

Certified Professional in Customer Experience (CPCX)

Aug 2020