

EBUNOLUWA LOVELYN AYORINDE

Customer Experience & Service Quality

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SUMMARY

Customer experience and service quality leader with 7+ years across hyper-growth SaaS and BPO operations, spanning healthcare, EdTech, e-commerce and regulated data. I build QA frameworks, calibration systems, and learning and development programmes from scratch, and run quality as continuous improvement rather than one-off audits. A psychology background underpins the work: I target the behaviour behind a quality gap, not just the score. Track record across US, UK and EU markets; comfortable operating autonomously in cross-functional, multicultural settings.

KEY ACHIEVEMENT

- Lifted CSAT from 90% to 97% and cut quality errors and escalations by 20% through targeted QA frameworks, multi-market calibration, and root-cause analysis.

WORK EXPERIENCE

CX Project Manager, Quality & L&D (Freelance)

Feb 2026 – Present

Hugo Inc

- Provide CX quality and L&D consulting to Hugo on a freelance basis, continuing to own QA frameworks, calibration, and the training and coaching that turn quality findings into agent capability.
- Lead continuous-improvement work, converting quality and operational data into process changes, SOP updates and targeted training.
- Develop QA evaluators and team leads through structured, evidence-based coaching.

Customer Experience Senior Project Manager, Quality & Operations

Mar 2023 – Jan

2026

Hugo Inc

- Owned global QA, CSAT, SLA and escalation performance, translating data insights into operational actions for frontline leaders.
- Built centralised SQL/Tableau dashboards analysing volume, quality and escalation trends to inform leadership decisions.
- Reduced quality errors and ticket escalations by 20% through scalable QA frameworks and root-cause analysis (RCA).
- Led quarterly performance reviews with internal and external stakeholders, surfacing customer pain points to influence product roadmaps.
- Oversaw CX operations across multiple SaaS accounts (FinTech, EdTech, Logistics, regulated data), managing headcount planning and resource allocation for 100% on-time delivery.
- Directly managed Junior PMs, Project Coordinators, and Team & QA Leads supporting a 200+ agent operation; applied AI tooling to automate and optimise workflows.

Customer Experience Lead, Quality & Enablement

Mar 2021 – Mar 2023

Hugo Inc

- Developed and maintained global QA scorecards, SOPs and calibration processes across regions.
- Built CSAT and QA dashboards used by leadership to prioritise operational improvements.

- Increased CSAT from 90% to 97% through targeted coaching and quality-led process improvements.
- Delivered executive-level insights and quarterly business reviews highlighting customer pain points and process gaps.
- Led global quality and enablement strategy; acted as senior operational partner to Support Team Leads on consistent performance and coaching standards.

Customer Care Operations (Master's placement)

Mar 2024 – Aug 2024

Back Market

- Implemented a Quality Calibration Grid across US, UK and ES markets in collaboration with BPO partners.
- Analysed CSAT and returns data in Tableau and BigQuery to identify root causes of customer dissatisfaction.
- Audited self-service tools and proposed content improvements to reduce inbound contact rates.
- Supported CX operations across EU and US markets with a focus on quality governance and process optimisation (fraud, compliance, payment).

Customer Experience Specialist

Jan 2019 – Mar 2021

Hugo Inc

- Helped launch the CX function from a 10-agent team; served as escalation lead for a major EdTech brand.
- Managed Tier 2 escalations and ran deep-dive analyses to inform product and training improvements; delivered structured coaching and feedback to agents.

EDUCATION

M.Sc. International Business Management, Université de Bordeaux (IAE) · Aug 2025 ·

17.30/20, Très Bien (Top of class)

B.Sc. Psychology, Covenant University, Nigeria · Jun 2016 · 4.46/5.00, Top 10% of class

SELECTED PROJECTS

- CX Performance & Insights Dashboard: centralised CSAT, QA, SLA, AHT, volume and escalation data to inform leadership decisions and flag operational bottlenecks.
- Quality-to-Enablement Feedback Loop: closed-loop system linking QA findings to training refreshers, SOP updates and coaching plans.
- Process Friction & Handle-Time Study: mapped end-to-end support journeys to find friction points; simplified processes to improve AHT and first-contact resolution.
- Global QA & CSAT Transformation: rolled out QA frameworks, calibrations and RCA methodology; reduced errors and escalations by 20% and improved CSAT from 90% to 97%.

SKILLS & TOOLS

Skills: Service Quality & Quality Audits • Quality Calibration • Learning & Development • Continuous Improvement • CX Assessment Programmes • Customer Journey Mapping • CSAT / QA / Escalation Analysis • Knowledge Management & SOPs • Data-Driven Decision Making • Reporting & Dashboards • Stakeholder Management • Coaching & Performance Management • Multi-market / Multicultural Delivery

Tools: Tableau • SQL • BigQuery • Looker • Excel • Zendesk • Intercom • Front • Salesforce • KlausQA • ScoreBuddy • Jira • Confluence • Notion • Asana • Airtable

Languages: English (Native) • French (A2)