

ROB CRAMER

Customer Retention & Success Leader

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PROFESSIONAL SUMMARY

Results-driven Customer Retention and Team Leadership professional with 5+ years of combined experience driving customer success, reducing churn, and leading high-performing teams. Proven track record of exceeding retention KPIs by 7% above department average while maintaining 88% CSAT scores. Expert in objection handling, consultative sales, and process optimization with deep proficiency in CRM platforms (Salesforce, Zoho) and data analytics tools (PowerBI, Tableau). Passionate about fostering customer advocacy, maximizing customer lifetime value, and developing teams that deliver exceptional customer experiences.

CORE COMPETENCIES

Customer Retention & Churn Reduction • Team Leadership & Development • Objection Handling & Consultative Sales

Customer Success Strategy • Data Analysis & Reporting • Process Improvement & Optimization
CRM Systems (Salesforce, Zoho) • Cross-Functional Collaboration • Performance Management

PROFESSIONAL EXPERIENCE

Client Advocacy Specialist | LinkNow Media | April 2024 – Present

Drive customer retention and win-back initiatives for digital marketing SaaS solutions, focusing on small business owners.

- Retain and recover client accounts through consultative sales approach, handling objections and guiding customers through complex SEO and digital advertising package decisions
- Manage escalated customer situations to find mutually beneficial solutions that align with business objectives
- Utilize Zoho CRM to track customer interactions, create detailed tickets, and maintain comprehensive customer communication logs
- Spearheaded process improvements including: crafting new win-back email campaigns, implementing improved call distribution systems, and creating forms for tracking retention metrics
- Identified operational inefficiencies and provided training materials to improve team onboarding and performance
- Advised management on retention strategy changes and developed new pricing structures for marketing packages

Attendance Manager | Rogers Communications | November 2022 – February 2024

Led data-driven process transformation initiative, creating new role to streamline employee leave management across Shaw-Rogers integration.

- Achieved 4-day reduction in average employee return-to-work time through process optimization and stakeholder coordination
- Saved Team Leads average of 2 business days per leave case by streamlining ticketing process from 8 tickets to 2

- Leveraged PowerBI, Tableau, and Excel for weekly and monthly reporting, identifying trends and early intervention opportunities
- Created and managed SharePoint database for centralized document management and cross-functional collaboration
- Developed comprehensive training content for disability management processes across multiple departments

Team Manager | Shaw Communications | October 2018 – November 2022

Led remote and onsite customer retention teams of up to 30 agents, consistently exceeding department KPIs for customer saves, revenue retention, and satisfaction.

Key Performance Achievements:

Team Customer Save Rate: 84% (vs. 78% dept avg) – 7% above benchmark
 Team Retained Revenue: 82% (vs. 77% dept avg) – Maximized customer lifetime value
 Team CSAT: 88% (vs. 85% dept avg) – Superior customer experience

- Trained and developed team members on customer service excellence, emotional intelligence, objection handling, and consultative sales techniques
- Conducted monthly 1:1 coaching sessions to create agent-specific goals, accountability frameworks, and personalized development plans
- Managed performance across multiple CRM systems (Salesforce, Zoho, ServiceNow) and proprietary platforms
- Created training content, performance reports, and employee reviews using multiple formats (videos, presentations, spreadsheets)
- Handled customer complaints and escalations via phone and chat, demonstrating strong de-escalation and problem-solving skills
- Collaborated with senior management in monthly operational optimization meetings to improve call center efficiency

EDUCATION & TECHNICAL SKILLS

Network and Systems Administration | CDI College, Edmonton, AB

Technical Proficiencies: CRM Platforms (Salesforce, Zoho, ServiceNow), Data Analytics (PowerBI, Tableau, Excel), Google Suite/Office 365, SharePoint, Oracle, Network Administration (A+, Network+)

Leadership Skills: Team Management, Performance Coaching, Change Management, Strategic Planning, Cross-Functional Collaboration, Conflict Resolution

KEY DIFFERENTIATORS

- Proven ability to exceed customer retention KPIs by significant margins through strategic team leadership and data-driven decision making
- Strong consultative sales background working with small business owners, understanding their needs and guiding complex purchasing decisions
- Expert in process improvement initiatives that directly impact operational efficiency and customer satisfaction outcomes
- Adaptable leader who thrives in fast-paced environments, successfully navigating major organizational changes and technology transitions