

Santiago Bastista

Customer Service Professional

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Summary

Dynamic Customer Service professional with 15 + years of experience supporting sales and engineering teams in the commercial hospitality■equipment industry. Proven ability to translate technical product specifications into clear quotations, detailed shop drawings, and seamless order fulfillment. Adept at using AutoCAD, Microsoft Office, and CRM platforms to manage high■volume customer interactions while maintaining a 98 % satisfaction rating. Recognised for improving process efficiency, mentoring junior staff, and driving revenue■support initiatives that align with Glastender's commitment to quality and innovation.

Experience

CulinaryTech Manufacturing

Senior Customer Service Associate / Team Lead | 01 Apr 2020 – Present

Lead a team of 6 Customer Service Representatives, conducting weekly coaching sessions that lifted first contact resolution from 71 % to 89 % within the first year.

- Design and produce detailed AutoCAD shop drawings for custom bar equipment layouts, reducing design to production lead time by 30 % (average turnaround from 10 days to 7 days).
- Manage end to end order processing for a portfolio of 1,200 + monthly accounts, verifying specifications, pricing, and delivery schedules.
- Compile and submit quotations with a 96 % on time delivery rate; introduced a templated quote system that cut preparation time from 45 minutes to 20 minutes per request.
- Maintain accurate customer records in Salesforce, performing bi weekly audits that lowered data entry errors by 23 %.
- Collaborate with the Engineering department to incorporate latest product upgrades, ensuring sales teams have up to date technical brochures and spec sheets.
- Recognised as Employee of the Quarter (Q3 2022) for outstanding customer satisfaction scores (average CSAT = 4.9/5).

CulinaryTech Manufacturing

Customer Service Representative | 01 Apr 2018 – 01 Mar 2020

Responded to inbound calls and emails, handling an average of 120 interactions per day; achieved a personal CSAT of 4.8/5.

- Assisted the sales team by preparing initial quotations and verifying inventory availability; contributed to a 15 % increase in quote acceptance rate.
- Trained new hires on CRM usage, AutoCAD basics, and product knowledge, reducing onboarding time from 4 weeks to 2 weeks.

CulinaryTech Manufacturing

Promotions & Leadership | – Present

Promoted from Customer Service Representative to Senior Customer Service Associate (April 2020) based on consistent performance metrics.

- Elevated to Team Lead (January 2022) after demonstrating strong mentorship capabilities and process improvement initiatives.

BarCraft Solutions

Sales Support Coordinator | 01 Jul 2017 – 01 Mar 2020

Produced custom equipment layout drawings in AutoCAD for bar fit out projects, supporting the sales team's proposals and aiding clients in visualising final installations.

- Managed the quotation pipeline, coordinating with pricing analysts to ensure margin targets were met; contributed to a 12 % year over year sales growth.
- Implemented a shared spreadsheet system for order tracking, slashing order processing errors by 18 % and improving on time shipments.
- Served as point of contact for post sale technical support, resolving 95 % of escalated issues within 24 hours.

BarCraft Solutions

Customer Service Representative | 01 Jun 2014 – 01 Jun 2017

Handled high volume inbound inquiries, providing product information, order status updates, and troubleshooting.

- Developed a FAQ knowledge base that reduced average handling time from 6 minutes to 4 minutes per call.
- Received the "Rising Star" award (2016) for exceeding performance targets and demonstrating a proactive approach to customer satisfaction.

Gaston Supplies

Order Entry Clerk | 01 Jan 2010 – 01 May 2014

Entered and verified customer orders into the SAP system, attaining 99.5 % accuracy rate.

- Conducted weekly reconciliations between sales orders and production schedules, preventing stockouts and backorders.
- Assisted the logistics team with freight calculations and shipping documentation, contributing to a 10 % reduction in freight costs through optimized carrier selection.

Career Gap

Certificate in Business Communication | 01 Jul 2009 – 01 Dec 2009

Completed a fulltime intensive Certificate in Business Communication at Texas State University (online) to strengthen written and verbal communication skills, directly applicable to subsequent customer service roles.

Education & Training

Bachelor of Science, Marketing

University of Texas at Austin

01 Aug 2005 – 01 May 2009

Result: 3.6

Associate of Applied Science, Business Administration

Dallas Community College

01 Jan 2005 – 01 May 2007

Certificate, Business Communication

Texas State University (Online)

01 Jul 2009 – 01 Dec 2009

Skills

Customer Relationship Management (CRM), Order Entry & Verification, AutoCAD, Microsoft Office Suite, ERP Systems, Product Knowledge, Communication, Problem Solving & Conflict Resolution, Documentation, Process Improvement, Team Leadership, Training & Onboarding, Time Management, Sales Support, Inventory Coordination, Customer Feedback Analysis, Technical Writing, Project Coordination, Quality Assurance, Negotiation, Reporting & Analytics

Languages

English | – Present

Native proficiency

Spanish | – Present

Full professional proficiency (spoken & written)

Certifications

Certified Customer Service Professional (CCSP) | 2016-01-01

Customer Service Institute

AutoCAD Certified User (ACU) | 2018-01-01

Autodesk

Lean Six Sigma Yellow Belt | 2021-01-01

International Association for Six Sigma Certification

Awards

Employee of the Quarter – CulinaryTech Manufacturing (Q3 2022) | 2022-09-01

CulinaryTech Manufacturing

Awarded “Employee of the Quarter” (Q3 2022) for highest customer satisfaction scores among the service team.

Rising Star Award – BarCraft Solutions (2016) | 2016-01-01

BarCraft Solutions

Received the “Rising Star” award (2016) for exceeding performance targets and demonstrating a proactive approach to customer satisfaction.

Top Performer – Customer Satisfaction (CulinaryTech, 2021) | 2021-01-01

CulinaryTech Manufacturing

Maintained CSAT score $\geq 4.9/5$ for 12 consecutive months.

Projects

Notable Achievements (Measurable) | – Present

- Reduced order processing errors by 23 % within six months by instituting a double check verification protocol and a centralized data audit schedule.
- Accelerated quotation turnaround time by 30 %, cutting average preparation from 45 minutes to 20 minutes per quote, resulting in a 12 % increase in closed won opportunities.

- Boosted first contact resolution (FCR) from 71 % to 89 % through targeted coaching, script enhancements, and a knowledge base overhaul.
- Achieved a 96 % on time quotation delivery rate, surpassing the industry benchmark of 85 %.
- Generated \$1.4 M in incremental revenue over two fiscal years by identifying upsell opportunities during the quotation and post sale phases.
- Awarded “Employee of the Quarter” (Q3 2022) for highest customer satisfaction scores among the service team.

Interests

Craft beer brewing & mixology trends | – Present

Industrial design | – Present

- studying emerging materials for hospitality equipment

Hiking and outdoor photography | – Present

References

References available upon request