



KRYSCEL

"Kasey / KC"

NIÑAL

B2B Onboarding &
Implementation Specialist for
SAAS Companies

CONTACT

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WORK EXPERIENCE

SAAS ONBOARDING SPECIALIST

Emotive.io | Los Angeles, CA | Aug 2023 - Dec 2024

- Drove successful onboarding for a portfolio of small to medium-sized businesses (SMBs) within the e-commerce sector, specializing in SMS marketing, pixel tracking, and attribution solutions to maximize software adoption and ROI.
- Conducted personalized Zoom consultations to assess client software proficiency, marketing expertise, and business objectives, identifying key pain points and opportunities for improvement.
- Developed and implemented tailored onboarding strategies based on individual client needs, guiding them through the software setup, configuration, and best practices.
- Translated client marketing goals into measurable achievements by providing ongoing support, training, and strategic recommendations.
- Mentored and trained newly hired Account Executives and Onboarding Specialists, sharing best practices and fostering their professional development within the SaaS landscape.
- Contributed to the development of onboarding materials and training resources to enhance team efficiency and client success.
- Maintained up-to-date knowledge of industry trends, emerging technologies, and competitive offerings in the SaaS and marketing automation space.

SAAS ONBOARDING SPECIALIST & MANAGER

Billsby | London, UK | Sept 2021 - Mar 2023

- Led and managed a team of onboarding specialists
- Ensured seamless software integration into client workflows by conducting in-depth consultations to understand clients' unique business needs, challenges, and goals related to subscription management and billing.
- Provided tailored solutions and expert insights based on individual client requirements, optimizing their use of the platform and maximizing its value.
- Recruited, trained, and mentored new onboarding specialists
- Developed comprehensive Standard Operating Procedures (SOPs) and support documentation for both clients and support specialists, streamlining processes and improving knowledge sharing.
- Customized customer service automation and chatbot responses within Intercom, resulting in a measurable reduction in support volume and faster resolution times.

TOOLS

CUSTOMER SERVICE

Intercom
Zendesk
Crisp
Hubspot
InfusionSoft
Podio
Salesforce
ZohoCRM
HelpScout
SugarCRM

PROJECT MANAGEMENT

Breeze.PM
Jira
Pipedrive
Asana

ADMIN

Slack
Calendly
Process Street
Microsoft Office
Google Workspace
RingCentral
Zoom
Kajabi
Typeform

WEBSITE & INTEGRATION

Wordpress
Weebly
Shopify
Wix
Zapier
Volusion
GoDaddy
Squarespace
ClickFunnels

Customer Reviews from Billsby Users**EXTREMELY SATISFIED**

Lucy C. Moxie CRC, LLC. Florida, USA.

Kasey is super patient and so knowledgeable. Every new software as easy as it may look can be scary especially one that handles your client's payment. Kasey also provided us with a subscription page to help us promote our business and was kind enough to guide us step by step. She is AMAZING!!!! I have put her through so much asking questions over and over again and she kindly responded and guided us step by step with no hesitation. It is so hard to find a good product and with valuable customer service like this one. [Review Link](#).

SHE WAS ABSOLUTELY MARVELOUS!

Sidikat O. Fulfillment Financial Services. Maryland, USA.

I'm incredibly pleased with the assistance I received from Kasey Ninal last week. During our session, she went way above and far beyond my expectations of good customer service. Kasey was right there when I needed her every single step of the way! 10/10 Highly Recommend! [Review Link](#).

EXCEPTIONAL SERVICE

Sheila P. CEO, Credit Repair Company. USA.

Kasey walked me through the setup and made using the platform much more manageable. Although there is no phone support, customer support is comprehensive and helpful. I have referred quite a few partners to Billsby already. [Review Link](#).

QUALITY ASSURANCE MANAGER (PART-TIME/SHORT-TERM)

ProxyScape | Brussels, Belgium | Mar 2022 - May 2022

- Monitored customer service interactions (primarily chat) to assess communication skills, adherence to company policies and procedures, and overall service quality.
- Provided constructive feedback and coaching to team members, focusing on improving communication, problem-solving, and customer service skills.
- Designed and conducted training sessions to facilitate ongoing professional development and foster a culture of continuous improvement within the customer service team.
- Developed and delivered detailed reports on key quality metrics, providing actionable insights to management and team members to identify strengths and areas for improvement.
- Developed and implemented quality assurance programs, policies, and procedures in collaboration with leadership and the team, ensuring consistent delivery of high-quality customer service.
- Analyzed data on chat volumes, wait times, and other performance metrics to identify areas for optimization and provide data-driven recommendations to management, resulting in improved performance and enhanced customer experience.

Customer service & experience audit

★★★★★ 5.00 Mar 20, 2022 - May 23, 2022

"Kryscel was amazing to work with, and she did an excellent job in auditing our support."

\$3,000.00

Fixed Price

ADDRESS

Unit C4-1P Pinecrest
Residential Resort, Brgy 183,
Pasay City, Metro Manila 1309

EMAIL MARKETING

ActiveCampaign
MailChimp
Contactually
Hubspot
Mailshake

VIDEO & GRAPHIC DESIGN

Canva
Filmora

SOCIAL MEDIA MANAGEMENT

Facebook Pages
Facebook Ads
Facebook Groups
Instagram
Tiktok

REAL ESTATE TOOLS

Zillow
Vulcan7
Mojo
Top Producer
Firepoint
Bold Leads
Dot Loop
MLS

HEALTH EMR

AthenaHealth
ElationHealth

OTHER PLATFORMS

Credit Repair Cloud
Binance
Metamask
Amazon Seller Central
Craigslist
Chilipiper
Stripe
Outreach

CUSTOMER SUCCESS MANAGER (PART-TIME)

Fitness Superstore | Benicia, CA, USA | Jul 2019 - Oct 2020

- Oversaw daily operations of the customer service and sales department, ensuring a seamless customer experience.
- Supervised a team responsible for: Processing phone orders, Tracking orders, Responding to product and payment inquiries, Handling customer concerns and complaints, Maintaining accurate inventory records
- Resolved customer service issues promptly and efficiently, providing effective solutions and ensuring customer satisfaction.
- Maintained meticulous records of all customer service activities and interactions, facilitating clear communication and comprehensive understanding of customer needs.
- Developed effective customer service procedures, policies, and standards, contributing to improved service quality and consistency.
- Established customer satisfaction goals and collaborated with the team to consistently meet and exceed these objectives.
- Led the transition of the customer service management system from Gmail to Zendesk, including setup, configuration, and workflow customization, resulting in enhanced efficiency and improved customer service operations.

AMAZON PRODUCT LISTING COPYWRITER (PART-TIME)

JDR Consulting | Clermont, FL, USA | Apr 2018 - Jan 2020

- Developed compelling, informative, and SEO-optimized product listings to maximize visibility and conversion rates on the Amazon platform.
- Conducted extensive keyword and buyer research to understand target audiences and strategically incorporate relevant keywords into product titles, descriptions, and feature bullets.
- Optimized product listings for enhanced search ranking and conversion, focusing on persuasive copywriting that resonated with potential customers.
- Collaborated with graphic designers to enhance the visual appeal of product listings, ensuring visual content complemented written descriptions and strengthened product presentation.
- Performed A/B testing and performance analysis on product listings, using data-driven insights, customer feedback, and marketplace trends to identify effective strategies and implement continuous improvements.
- Collaborated with marketing, product management, and sales teams to align product listings with overall marketing strategies and business objectives, participating in product launch meetings to ensure effective communication of product features and benefits.
- Drove increased traffic, conversions, and sales revenue through effective copywriting and optimization strategies, achieving prominent placement for products in Amazon search results.

CLIENT SERVICES MANAGER (PART-TIME)

Lionrock Recovery | Petaluma, CA, USA | Apr 2017 - Aug 2019

- Identified and connected potential partners with Lionrock Recovery, the largest online drug and alcohol addiction rehab program focused on promoting lifelong wellness, facilitating introductions to the CEO for partnership discussions.
- Developed and implemented a strategic outreach program to expand the network of partners dedicated to providing comprehensive support and recovery solutions.
- Proactively implemented and configured HubSpot from the ground up to streamline prospecting efforts, enhance outreach efficiency, and establish a robust platform for relationship management and growth.
- Built and nurtured synergistic alliances to expand the reach and impact of Lionrock Recovery within the community and among individuals seeking assistance.
- Contributed to the advancement of Lionrock Recovery's mission by fostering partnerships that expanded access to comprehensive support and recovery resources.

VIRTUAL MEDICAL ASSISTANT

Willamette / Carlton, OR, USA / Mar 2018 - Mar 2019

- Coordinated patient appointments and provided timely reminders to ensure adherence to medical schedules and enhance patient engagement.
- Managed patient prescription refill requests, collaborating with healthcare providers to ensure accurate and timely delivery of medications.
- Maintained the integrity and accuracy of electronic health records (EHR), ensuring up-to-date and meticulous documentation for optimal patient care.
- Verified patient insurance coverage and processed insurance claims, ensuring efficient administrative operations and accurate billing.
- Contributed to a positive patient experience by providing efficient and supportive administrative and clinical assistance.

PROJECT MANAGER (PART-TIME)

Whiterail Reviews LLC / Portland, OR, USA / May 2016 - Feb 2018

- Onboarded new clients onto the reviews management platform, providing ongoing support to ensure successful platform adoption and utilization.
- Collaborated with clients to understand their unique needs and expertly configured their accounts, guiding them through setup, customizing settings, and providing comprehensive training.
- Tailored account settings to align with client brand guidelines and business objectives, including configuring review request templates, establishing automated review monitoring, and creating custom performance reports.
- Provided technical support to clients via email, phone, and chat, troubleshooting issues and collaborating with the development team to resolve technical challenges.
- Cultivated strong client relationships through regular check-ins, gathering feedback, offering best practice guidance, and identifying upselling and cross-selling opportunities to drive client growth and satisfaction.

CUSTOMER RELATIONS & CLIENT MANAGER

Trademarkprotector.com / London, UK / Oct 2017 - Dec 2017

- Drove business growth by identifying and pursuing new sales leads and opportunities, expanding clientele and market presence through strategic analysis and targeted outreach.
- Developed deep expertise in the trademark industry and competitive landscape, providing valuable guidance and advice to clients on trademark services and related matters.
- Nurtured and expanded existing client accounts by developing and executing strategic account plans that exceeded client needs and objectives.
- Managed key client relationships through regular communication, proactive problem-solving, and strategic planning, ensuring long-term client success and satisfaction.
- Maximized customer engagement and enhanced client relationships, contributing significantly to the company's success within the trademark industry.

Customer Relations and Client Management Position

★★★★★ 5.00 Oct 14, 2017 - Dec 27, 2017

"Thank you for sharing with us your sales knowledge. It was a pleasure working with you. We are wishing you all the best for the future!"

\$1,272.00

\$18.00 / hr

71 hours

INSIDE SALES AGENT

Charles Rutenberg Realty, Keller Williams Realty, Reed Realty | USA | Dec 2016 - Oct 2017

- Generated and qualified leads through a multi-faceted approach, including cold calling, email outreach, social media prospecting, and lead database management.
- Proactively identified and cultivated business opportunities by prospecting For Sale By Owner (FSBO) and Expired listings using tools such as Vulcan7, Mojo Dialer, Top Producer, Zillow, and MLS.
- Scheduled and confirmed property showings for prospective buyers, coordinating with the sales team and property owners to ensure seamless and timely viewing experiences.
- Built and maintained strong relationships with potential buyers and sellers, providing personalized and responsive customer service, addressing inquiries, and conducting regular follow-ups.
- Tracked and reported on key performance metrics, including lead generation and conversion rates, providing data-driven insights to inform sales strategies and tactics.

QUALITY ASSURANCE ANALYST FOR CUSTOMER SERVICE & SALES

Western Union & Charter Communications | USA | Jan 2012 - Dec 2016

- Evaluated phone interactions between team members and customers, assessing communication skills, adherence to sales scripts and procedures, and overall service quality.
- Provided constructive feedback and coaching to team members, focusing on improving communication, problem-solving, and sales skills.
- Developed and conducted training sessions to foster ongoing professional development and enhance team performance.
- Created and presented comprehensive reports on key quality metrics, highlighting team strengths and identifying opportunities for improvement.
- Collaborated with management and team members to develop and implement quality assurance programs, policies, and procedures, ensuring consistent high-quality sales performance and customer service.
- Analyzed data on call volumes, sales conversion rates, and other performance metrics to identify areas for optimization and provide data-driven recommendations to management.

INBOUND SALES SPECIALIST

Sprint & Nextel | Overland Park, KS, USA | May 2006 - Sept 2010

- Served as the initial point of contact for customers inquiring about wireless phone plans and devices, providing exceptional customer service.
- Promoted and sold Sprint and Nextel products and services, consistently meeting or exceeding monthly sales targets.
- Maintained in-depth knowledge of Sprint and Nextel products, services, and promotions to effectively communicate with customers and facilitate sales.
- Accurately entered customer data and sales information into the customer relationship management (CRM) system.
- Provided timely and professional responses to customer inquiries and concerns, ensuring a positive customer experience.
- Collaborated effectively with team members to achieve shared sales objectives.

EDUCATION

BS PUBLIC HEALTH

University of the Philippines, Manila | 2002 - 2004

MORE CLIENT REVIEWS

Thank you!