

Aoife Murphy

Operations & Customer Success Professional

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Professional Profile

Customer-focused operations professional with seven years' experience improving service delivery, onboarding and cross-functional processes in Irish technology and financial-services environments. Proven record of translating customer insight into practical workflow changes, managing complex stakeholder relationships and helping teams exceed service targets. Calm, analytical and commercially aware, with strong written communication and a consistent focus on measurable outcomes.

Key Skills

Customer success: onboarding, account health, retention, escalation management, voice-of-customer programmes

Operations: process mapping, SOP development, service delivery, capacity planning, continuous improvement

Analysis & reporting: KPI dashboards, root-cause analysis, forecasting, advanced Excel, Power BI

Systems: Salesforce, HubSpot, Zendesk, Jira, Confluence, Nimbus 365, Nexa Workspace

Professional Experience

Senior Customer Success Manager

LiffeyCloud Software Ltd

Jan 2023 – Present

Dublin, Ireland

- Manage a portfolio of 42 mid-market customers worth €1.8m in annual recurring revenue, maintaining 96% gross retention across the most recent financial year.
- Redesigned the first-90-days onboarding journey with Sales, Product and Support, reducing median time-to-value from 31 to 19 days.
- Introduced a customer-health framework combining product usage, support and commercial data; enabled earlier intervention and reduced at-risk accounts by 28% in twelve months.
- Lead quarterly business reviews with senior client stakeholders, converting operational findings into agreed adoption plans and expansion opportunities.
- Coach three customer success managers and created reusable playbooks for renewals, escalations and executive communications.

Operations Team Lead

HarbourPay Europe DAC

Mar 2020 – Dec 2022

Dublin, Ireland

- Led an eight-person service operations team handling merchant onboarding and account maintenance in a regulated payments business.
- Simplified hand-offs between Compliance and Operations, cutting average onboarding turnaround by 35% while preserving mandatory review controls.
- Built weekly Power BI reporting for service level, backlog, quality and capacity; improved SLA attainment from 87% to 97% over two quarters.
- Coordinated incident communications during high-priority service events and facilitated post-incident reviews through to closure of corrective actions.
- Supported recruitment, induction and performance development; achieved 100% completion of required annual training across the team.

Customer Operations Specialist

HarbourPay Europe DAC

Jul 2018 – Feb 2020

Dublin, Ireland

- Resolved complex customer and partner queries across email and telephone channels while consistently meeting quality and response-time targets.
- Created a searchable internal knowledge base of 70 articles, reducing repeat escalations and helping new colleagues reach competency sooner.
- Analysed recurring contact reasons and proposed self-service improvements that lowered avoidable monthly enquiries by 18%.

Education

MSc in Management <i>University College Dublin, Michael Smurfit Graduate Business School</i>	2018 <i>Dublin, Ireland</i>
BA (Hons) in Business and Sociology, 2.1 <i>Trinity College Dublin</i>	2017 <i>Dublin, Ireland</i>

Professional Development

Lean Six Sigma Green Belt	Institute of Industrial and Systems Engineers, 2022
Certified Customer Success Manager (CCSM) Level 1	SuccessCOACHING, 2021
Nimbus Certified: Power BI Data Analyst Associate	Nimbus, 2020

Selected Projects

Customer Onboarding Improvement Programme	LiffeyCloud Software Ltd, 2024
- Facilitated workshops with five functions, mapped the end-to-end journey and prioritised changes by customer impact and implementation effort. - Delivered a standard implementation plan, milestone communications and dashboard, improving on-time onboarding completion by 24 percentage points.	
Service Quality Calibration	HarbourPay Europe DAC, 2021
Established monthly calibration sessions and a shared scoring guide for Operations and Quality Assurance, increasing inter-rater consistency and making coaching more targeted.	

Additional Information

Languages: English (native); Irish (working proficiency); French (conversational)
Community: Volunteer career mentor, Dublin Youth Employment Network, 2022 – Present
Other: Full clean Irish driving licence; eligible to work in Ireland without restriction

References

Available on request.