SAFA GÜR

Product & Transformation Leader | Customer Experience & AI Automation

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PROFILE SUMMARY

Product- and business-minded transformation leader with a strong background in customer experience, service operations, and AI-driven automation. Proven track record of owning end-to-end digital and process transformation initiatives within global organizations, bridging business, IT, and executive stakeholders. Promoted within the first year at Samsung Electronics for delivering high-impact, scalable solutions across customer service, sales, and field operations. Known for analytical rigor, system thinking, and turning complex operational challenges into measurable business outcomes.

CORE STRENGTHS

- Product & Process Ownership
- Customer Experience (CX) Transformation
- Agile / Scrum Delivery (Project & Product Environments)
- AI Automation & Workflow Design
- Cross-Functional & Global Stakeholder Management
- Service Operations & CRM Systems
- Digital Transformation & Paperless Initiatives
- Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

SAMSUNG Electronics – Istanbul

CS Audit & Process Improvement
Senior Specialist (Promoted) | Dec 2020 – May 2023 , **Specialist |** Feb 2020 – Dec 2020

Owned and led customer service transformation initiatives across sales, logistics, installation, and after-sales operations, working closely with HQ and RHQ teams.

- Served as **project owner** for a company-wide **Paperless Customer Service Transformation,** achieving **100% digitalization** of service workflows and eliminating manual documentation across CX operations.
- Led the **mobile transformation of a global web-based service partner platform**, improving field efficiency and reducing time spent at customer sites while increasing customer experience KPIs.

- Integrated **AI-supported cross-selling features** into smart service operations, enabling service teams to actively contribute to accessory sales during service visits.
- Designed real-time **customer journey visibility,** allowing customers to track service status via system-triggered notifications and SMS updates.
- Built and deployed **RPA-supported monitoring workflows** to detect unregistered devices during service operations, preventing potential fraud and revenue leakage.
- Acted as the **service-side owner** of a new CRM system for the air conditioning business unit, integrating service platforms into a single operational channel.
- Personally led the **end-to-end integration** between sales, logistics, installation, and service systems, creating a unified service flow — owning the only complete cross-system knowledge at the time.
- Coordinated closely with **IT, outsourced development teams, legal, finance, operations, HQ, and RHQ** working in **Agile/Scrum** environments with iterative releases, backlog prioritization, and cross-functional sprint planning.

INDEPENDENT PROJECTS & AUTOMATION WORK

AI Automation & E-Commerce Solutions | 2023 – Present

- Designed and implemented **AI-powered internal workflows** using GPT-based tools and no-code automation platforms to support operational decision-making and content generation.
- Built **end-to-end automation flows** using n8n and OpenAI APIs to streamline internal processes and reduce manual effort.
- Focused on building reusable, scalable automation logic aligned with future SaaS and productized service models.
- Applied customer-centric and product-thinking approaches to develop scalable automation concepts for future SaaS and AI-driven business models.

SELECTED HIGH-IMPACT PROJECTS

- **Paperless Customer Service Transformation** – Achieved full digitalization of service workflows, improving operational efficiency and data visibility across CX operations.
- **Mobile Service Platform Transformation** – Migrated a global service partner platform from web to mobile, improving field productivity and customer experience metrics.
- **AI-Driven Cross-Selling Enablement** – Embedded AI-supported recommendation logic into service operations, enabling accessory sales during service visits.
- **End-to-End Service Integration** – Unified sales, logistics, installation, and service systems into a single operational flow, eliminating process fragmentation.

EDUCATION

B.Sc. in Industrial Engineering
Istanbul Kültür University – 50% Scholarship

TECHNICAL & AI SKILLS

Business & Data Tools:
Excel (Strong), Power BI / Tableau (Intermediate), SQL (Basic)

Enterprise Systems:
SAP, CRM Platforms, Atlassian (Strong)

Automation & AI:
n8n Automation (Strong)
OpenAI / GPT (Strong)
Workflow Design & API Integration

Competencies:
Process Automation, Product Thinking, Service Operations, Stakeholder Management, System Integration

REFERENCES

Available upon request.

READY TO BRING VALUE.