

Ana Belén Mingorance, Onboarding Team Leader

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LINKS

[LinkedIn](#)

PROFILE

Customer Success Team Leader with responsibility for **Onboarding** in the **UK and Spanish markets**, promoted from Onboarding Specialist in recognition of consistent performance and results.

Experienced in **leading and developing teams**, optimising onboarding processes, ensuring efficient product adoption, and maintaining elevated standards of customer satisfaction and retention across **multicultural and bilingual environments**.

Recognised for a **structured, strategic, and results-driven leadership style**.

Possess a strong foundation in **customer service**, including extensive experience in the hospitality sector, which has honed advanced communication skills, expectation management, and a service-oriented mindset.

EMPLOYMENT HISTORY

Aug 2024 — Present

Customer Success Onboarding Team Leader - UK & Spain, Booksy

- Led and managed the **Onboarding team**, overseeing day-to-day operations and ensuring a consistent, high-quality onboarding experience for new customers.
- Coordinated and optimised the **end-to-end onboarding process**, from initial contact through account activation and early product adoption.
- Monitored team performance against key metrics related to **activation, engagement, and retention**, providing regular feedback and coaching.
- Supported the professional development of team members through **training, mentoring, and performance reviews**.
- Ensured onboarding activities were aligned with **Customer Success objectives** and broader business goals.
- Collaborated cross-functionally with **Sales, Support, Operations, and Product teams** to improve processes and address customer needs.
- Identified opportunities for **process improvement and scalability**, implementing best practices to enhance efficiency and customer outcomes.
- Handled **escalations and complex customer cases**, ensuring timely resolution and customer satisfaction.
- Contributed to reporting, documentation, and standardisation of onboarding workflows.

May 2023 — Aug 2024

Customer Success Onboarder - UK & Spain, Booksy

- Conducted **outbound calls** to customers who had purchased a business subscription in order to schedule and coordinate onboarding sessions.
- Delivered **remote onboarding sessions**, guiding customers through product features and monitoring progress to ensure successful adoption.
- **Activated customer accounts** and optimised business profiles to increase visibility and drive a higher volume of online bookings.
- Provided clear and accurate information on the functionality of both **business-facing and client-facing platforms**.
- Supported customers with inquiries related to **subscriptions, invoicing, and payments**, ensuring timely and effective resolution.
- Proposed **tailored solutions** aligned with customer needs within the scope of the company's offerings.

Sep 2022 — May 2023	Receptionist, Bravo! Students	Granada, Spain
	<ul style="list-style-type: none"> Managed front desk operations for a college residence, including greeting residents and potential new clients, handling phone and email inquiries, and overseeing check-in and check-out processes. Monitored billing and account management, addressed and resolved issues promptly, and supported the residence community. Assisted with social media communications to keep residents and prospects informed and engaged. 	
Sep 2021 — Sep 2023	Hotel Receptionist, TOCHostels & Suites	Granada, Spain
	<ul style="list-style-type: none"> Managed front desk operations, including greeting guests, handling phone and email inquiries, and coordinating reservations. Provided information on hotel services, rates, events, and local attractions, ensuring high-quality customer service. Supervised and trained office staff, scheduled shifts, monitored performance, and supported other hotel departments. Maintained cash handling, billing, and administrative records, while ensuring the reception area was organised and fully equipped. 	
Dec 2019 — Sep 2021	Hotel Receptionist, Hotel Las Nieves	Granada, Spain
Jul 2018 — Jun 2019	Au Pair, Au Pair Ireland	Cork, Ireland
Sep 2017 — Mar 2018	Translator, Traducciones iTrad	Granada, Spain

EDUCATION

Jan 2020 — Jan 2022	Gestión de Alojamientos Turísticos in Resort Management, CPIFP Hurtado de Mendoza (Escuela de Hostelería de Granada)
Jan 2019 — Jan 2020	Máster en Profesorado de ESO y Bachillerato, FP y EOI in English/Language Arts Teacher Education, Universidad de Granada
Jan 2013 — Jan 2018	Traducción e interpretación - Inglés in Language Interpretation and Translation, Universidad de Granada

LANGUAGES

Spanish	Native speaker	English	Highly proficient
Italian	Very good command		