Muhammad Frasat Khan

Support Operations · AI Automation · Team Leadership · Frontline Support

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SUMMARY

Support operations and AI automation specialist with 2.5+ years and five promotions at a US-based GoHighLevel support company, from frontline agent to Guest Support Supervisor. Designs how support teams work and builds the systems behind it: KPIs that measure the customer's real wait, tag-based queues, Slack alerting and AI quality review with a human check. Equally effective running operations, building automations, leading a team or working the queue.

HIGHLIGHTS

- **Operations:** cut email reply time from 100+ hours to ~13 minutes and raised output from 10 to 15–17 tickets per agent per day.
- **Automation & AI:** built an AI call-review pipeline (Zoom/Meet → Zapier → AI → Airtable → Slack) that scores every call, with a human validating each negative flag.
- **Revenue:** helped launch two paid support lines earning ~$100k a month, peaking at $150k.
- **Leadership:** led 13 agents to a 4.997 CSAT across ~15,000 calls; trained 15+ agents and ran 150+ hiring interviews.
- **Hands-on:** 4.99 CSAT on ~1,500 personal video calls and a 100% five-star service rating across 355 premium sessions.

CORE SKILLS

- **Support operations:** KPI design and measurement, queue and workflow design, coverage and scheduling, SOPs, QA and review audits, ticketing migration (Salesforce to in-house)
- **Automation & AI:** Zapier, Airtable (bases, forms, dashboards), Slack alerting, LLM workflow design, AI call QA and classification, human-in-the-loop validation, AI-assisted replies, Google Apps Script
- **GoHighLevel:** workflows, funnels and websites, calendars and availability, email/SMS sequences, custom values, branded domains and email warm-up, A2P registration, integrations
- **Leadership:** coaching and training, hiring and interviewing, onboarding, performance improvement, escalations, enterprise client relationships
- **Frontline support:** multi-chat live support, email ticketing, 1:1 video troubleshooting, de-escalation, enterprise and VIP clients
- **Tools:** Zoom, Google Meet, Slack, Salesforce, Google Workspace, Loom, Canva, MS Office

EXPERIENCE

Baam (HL Pro Tools) · Remote, US-based SaaS

Mar 2024 – Present

GoHighLevel support partner serving agencies and high-ticket coaching clients. Promoted five times in 2.5 years.

Guest Support Supervisor (Email Support Supervisor, Nov 2025 – Aug 2026)

Sep 2026 – Present

- Supervise the full Guest Support team under the manager across chat, email and video: enterprise clients, KPIs, schedules, PTO, call-outs and volume surges; deputize when the manager is out.
- Turned around a 17-person email team (2 leads, 4 seniors): reply time from 100+ hours to ~13 minutes, first response from 48+ hours to under 30 minutes, resolution ~300 minutes against a 1,400-minute target.
- Rebuilt how KPIs are measured (reply time from the customer's message, follow-ups included; resolution as full time in the queue) and added AI-assisted first replies on every ticket.
- Led the migration from Salesforce to an in-house ticketing platform, rebuilding SOPs, agent tracking and dashboards from scratch.
- Replaced a six-step, three-tool ticket hand-off with a tag-based queue, lifting output from 10 to 15–17 tickets per agent per day.
- Ran 150+ hiring interviews across lead and supervisor roles; still works the queue during peak volume.

Team Lead, Premium Video Support (internally: Hub Experts)

Jul 2025 – Feb 2026

- Led 13 agents delivering 1:1 video support to ~2,000 high-ticket clients: ~15,000 calls, ~13,000 reviews, 4.997 CSAT.
- Built an AI call-review pipeline that scores every call and routes negative ones to the lead for human validation.
- Added Slack alerts for clients left waiting in an empty Zoom room, ending repeat no-shows.
- Introduced end-of-day self-check reports for agents, making weekly usage reporting accurate without manual call audits.
- Rebuilt client email and SMS automations with reusable templates and custom values.
- Built a team known company-wide for the highest call volume, best reviews and sub-3-minute internal response times.

> *"I see you at Tuesday Town Hall always shouting out your team and giving them public recognition. I appreciate you encouraging them and leading them. Keep up the great work."* — COO, Baam

Senior Specialist (internally: Senior Hub Expert)

Feb 2025 – Jul 2025

- Senior across two departments at once: premium video support and live chat.
- Trained 15+ agents from zero GoHighLevel knowledge; several later became seniors and team leads.
- Led a live-help pod of 20–30 agents while handling own chats and escalations.
- Helped launch two paid support lines (Enterprise Premium Calendar, Premium Video Support): ~$100k a month at steady state, peaking at $150k in a month and $33k in a week.

Premium Video Support Specialist (internally: Hub Expert)

Dec 2024 – Feb 2025

- Founding member: helped build the department inside GoHighLevel in under a week: booking calendars, funnels, time-zone-aware email and SMS reminders, branded domains, A2P registration.
- Ran 500 client calls with a 100% five-star service rating from 172 clients.

Technical Support Specialist

Mar 2024 – Nov 2024

- Handled ~30 live chats a day, ~1,000 video calls and ~1,000 email tickets for US agency clients, troubleshooting CRM, funnels, workflows, calendars, domains and integrations live.
- Held the live chat queue alone for 5+ hours on a night shift: 7–10 chats at once (limit 3), 50+ chats plus two live calls, 92% five-star that day.

EARLIER EXPERIENCE

Freelance Resume Writer, Premises

Aug 2023 – Aug 2024

- Interviewed international clients and wrote tailored resumes and cover letters across industries and seniority levels.

Dispatcher, EZ Dispatches LLC (USA, remote)

Feb 2023 – Apr 2023

- First US-client-facing role: coordinated cargo-van routes, updated drivers and clients on delivery status, and resolved delivery complaints.

Event Operations Lead, International Cricket & Squash Events, Multan

Dec 2022 – Sep 2023

- Ran VIP and guest services for Asia Cup 2023 and the 2022 Pakistan vs England Test, leading teams of 20+ ushers, bouncers and security staff.
- Managed player logistics and on-court operations at the Balochistan International Squash League.

SELECTED SYSTEMS

- **AI call review with human validation:** Zoom and Google Meet transcripts flow through Zapier to an AI step that scores tone, professionalism, grammar, technical accuracy, hospitality and overall experience, then logs a positive, neutral or negative verdict in Airtable. Negative calls alert the team lead in Slack; each flag is confirmed valid (pre-filled escalation form) or invalid (with a reason), and agent stats count only valid negatives.
- **Tag-based ticket queue:** replaced a six-step, three-tool hand-off (platform → Airtable form → Slack → tags) with pick, tag and reply in one queue. Output rose from 10 to 15–17 tickets per agent per day, about 16 minutes saved per ticket.
- **Premium support department in GoHighLevel:** built in under a week with booking calendars, funnels, time-zone-aware email and SMS reminders (confirmation, 24h, 1h, 5m), branded and warmed-up email domains, and A2P registration. Scaled to 13 agents and ~2,000 high-ticket clients.
- **Operational alerting:** Slack alerts for empty Zoom waiting rooms, tickets stuck in progress for 4 hours, and customers silent for 12 hours.

PERSONAL SUPPORT RESULTS

CHANNEL	VOLUME	RATING
Premium 1:1 video	500 calls · 355 reviews · 172 clients	100% five-star service · 4.98 call experience
Live video support	~1,000 calls	4.99 CSAT · 500+ five-stars
Live chat	~4,700 chats · ~3,000 reviews	4.88 CSAT (incl. probation) · ~70% review rate
Email tickets	~1,000 tickets	100% resolved

EDUCATION & LANGUAGES

- **A Levels** — Britain International College Network, Multan · 2020 – 2023
- **O Levels (IGCSE)** — Britain International School System, Multan · 2017 – 2020
- **Languages:** English (C1, daily with US clients), Urdu (native)