

MICHELE BITETTI



Cape Town, South Africa

Italian Tour Guide | Travel Designer | Customer Experience Specialist

Professional Summary

Passionate tourism professional based in Cape Town with over 14 years of experience in customer service, sales, quality assurance, and travel experiences. Founder of **Afrika Mia Tours** and experienced Italian tour guide specialising in personalised tours throughout Cape Town and South Africa. Strong background in customer relationship management, travel planning, quality assurance, and multicultural communication. Dedicated to creating memorable travel experiences while delivering exceptional customer service.

Professional Experience

Founder & Italian Tour Guide

Afrika Mia Tours / Freelance

Cape Town, South Africa | March 2022 - Present

- Design and lead customised tours throughout Cape Town and surrounding regions.
- Create immersive cultural, nature, and wildlife experiences for Italian-speaking travellers.
- Organise safaris, Cape Peninsula tours, hiking excursions, and city experiences.
- Provide in-depth local knowledge of South African culture, history, and attractions.
- Manage bookings, itinerary planning, and customer relations.

- Build and maintain strong relationships with tourism suppliers and service providers.

Customer Service Quality Assurance

DigiOutsource

Cape Town, South Africa | November 2020 - Present

- Monitor and evaluate customer interactions to ensure service excellence.
- Analyse customer service performance and identify improvement opportunities.
- Support training and coaching initiatives to maintain quality standards.
- Ensure compliance with company procedures and customer service best practices.

Customer Service Representative

DigiOutsource

Cape Town, South Africa | June 2017 - November 2020

- Provided customer support via telephone, email, and live chat in Italian.
- Managed customer queries and complaints in a fast-paced multimedia environment.
- Maintained accurate customer records and database information.
- Built strong customer relationships through effective communication and problem-solving.
- Conducted outbound customer engagement campaigns and follow-up calls.
- Consistently achieved service and performance targets.

Sales Executive

DigiOutsource

February 2012 - October 2017

- Developed and maintained customer relationships.
- Achieved sales objectives through consultative selling techniques.
- Managed customer accounts and sales opportunities.
- Contributed to business growth through excellent customer engagement and retention strategies.

Skills

- Tour Guiding
- Travel Planning & Itinerary Design
- Customer Service
- Quality Assurance
- Sales & Business Development
- Client Relationship Management
- Travel Bookings
- Problem Solving
- Team Collaboration
- Customer Experience Management
- Communication Skills
- Tourism & Hospitality

Languages

- **Italian:** Native
- **English:** Fluent

Interests

- Tourism and Travel
- Wildlife and Safaris
- South African Culture and History
- Outdoor Adventures
- Customer Experience Excellence