

A day in the life of... Kelly Ifrah, Office Manager and Client Care

Team

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TAB's office manager and client care Kelly Ifrah shares insight into her daily work routine, the key responsibilities of her role and how she is the main source of information for TAB investors.

Kelly is up at 6.30am and starts her day in control. By checking through any emails or messages that have come in overnight she can plan her day accordingly instead of playing catch up. Once emails have been read, she's getting herself ready for the day and having four children, she's helping them get ready as well. After the school drop off, she drives into the office.

When she gets in, she's actioning any of the emails she earmarked earlier and then checks the status of investors, deals with any investor queries and assists new investors with onboarding.

As the main source of information and customer service function for investors, Kelly is well informed about the entire business. She communicates with investors on a regular basis allowing her to hear the feedback and queries first hand which she then passes on to the relevant departments. She can use this feedback to guide any platform improvements and regularly sits down with the technology and marketing teams to discuss innovative features.

Her wider role also involves assisting with general office admin including AML and KYC checks, account management and preparing loans for funding. More recently, she's facilitating the office move to TAB's new headquarters in Borehamwood by organising office equipment and ensuring the connectivity systems are up and running.

After a busy day, she heads home to prepare the family dinner and then completes any household chores, and then relaxes in front of the TV. She's in bed before midnight, ready for tomorrow's challenges.

How long have you worked at TAB?

I joined TAB in September 2018 as a client liaison. As TAB's investor base grew, my role expanded and I took on more responsibilities, so then my role became investor relations and more recently office manager and client care. Before TAB I was the office manager for a jewellery manufacturer for seven years where my responsibilities covered all aspects of office administration and team organisation.

What does your role at TAB involve?

No two days are the same for me. My main role is to support TAB's investors but I am also involved with most of the functions of the business. I am available should investors have any issues, queries or just need assistance with onboarding or help with how to invest. I have regular communication with other departments which means I'm well placed to cover other roles if required.

What's the best thing about working at TAB?

I love the working environment and vibe of TAB. I feel like all staff are not only motivated but show a high level of commitment, which makes for a wonderful experience. Everyone is available and happy to help where needed.

How do you relax outside the office?

Sleeping mostly :). I have four kids so the weekends and evenings are usually crazy with dinner and washing but I do save some time for TV!

What does the future hold for TAB?

As TAB continues to make improvements to the investor platform it means that some of my role can now be automated. This will free up a bit of my time that I would then love to spend being involved in



the project management of the technology developments. I am always up for a new challenge. I love technology and finding clever features that we might be able to incorporate into our platform.

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