

**Rajeswary Rathanam**

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**PROFESSIONAL EXPERIENCE****GENECO, YTL Power Seraya****Head of Integrated Business Operations Management****March – Nov 2020**

- Collaborate with Director and Group Head in setting and driving organizational vision, operational strategy and hiring needs
- Translate strategy into actionable goals for performance and growth helping to implement organization-wide goal setting, performance management and annual operating planning
- Directly oversee daily operations and employee productivity building a highly inclusive culture ensuring team members thrive and organizational outcomes are met.
- Responsible to setup offshore operation that will enable Geneco to serve its customer, educate them to use its products and services and create an experience that supports its vision and differentiated it as a business
- Manage operations across Malaysia and Singapore which includes on boarding, customer service, customer experience and digital transformation and billing operations
- Developed service vision, goals and strategy that enable the business deliver and efficient and effective customer experience
- Developed and implemented the structures, frameworks, processes and initiatives that will ensure that department and team performance are met
- Lead, develop and support operations to ensure that team members are equipped to fulfil their role and meet department and team targets
- Provides accountability for the customer experience and provide visibility across the business

**TUNE PROTECT****Head of Customer Service & Customer Experience****Jan 2018 – March 2020****Customer Service**

- Lead the development, implementation and evaluation of strategic, tactical and operational customer engagement plans, programs, and initiatives to align with company's customer service vision and strategies.
- Advise the Senior Executives on customer satisfaction measures, customer experience strategies, programs, initiatives and emerging issues to enable customer-centric strategic decision processes and major or critical issues response
- Developed and established policies and procedures pertinent to the effective and efficient operations of the Customer Service Department
- Accountable for ensuring full regulatory compliance and legal requirements. Identification of any potential risk issues
- Champion the customer throughout the regional business, balancing customer needs with business requirements and presenting a compelling case for internal change and improvement
- Act as the Voice of the Customer across the organisation. This entails assessing and managing the customer service team to continually improve products and processes
- Sets performance standards to meet service goals of company
- Oversees customer service operations including development of policies, procedures and systems, performance monitoring and improvement, personnel management, ongoing reporting and analytics, and maintaining equipment/system adequacy
- Independently setup the customer service department, which consist of call centre, correspondence (emails and letters), social media management and complaint management.

### **Customer Experience**

- Embark on a comprehensive multiyear regional customer experience (CX) transformational journey encompassing products channels and services across regional markets
- Identify opportunities for enhanced seamless customer experience through digital delivery, and the application of social media, mobile apps and technologies to optimise customer experience
- Lead the development, implementation and evaluation of strategic and operational customer experience plans
- Design a multiyear roadmap to define voice of customer (VOC) framework and help the company strengthen customer experience management capabilities
- Establish clear objectives, goals and milestones for the customer experience strategy
- Engage in strategic design of new solutions to optimize the Customer Experience
- Use Customer Journey Mapping, Customer Insight and Root Cause Analytics to identify company- wide improvements and present these to the Senior Management
- Act as platform/portfolio owner for multiple areas of the customer journey
- Work effectively with all peers, partners and stakeholders to drive continual improvement in people, technology, processes, service and product design and build
- Establish and test new strategies to improve the customer service experience

### **Regulators Engagement**

- Handle operational & compliance related complaints from regulators which includes Bank Negara Malaysia (BNM), Ombudsman (formerly known as Financial Mediation Bureau), PIAM, Ministry of Domestic Trade and Consumer Affairs and Prime Minister Department)
- Prepares monthly, quarterly, half yearly and yearly reports by collecting, analysing, and summarizing information for BNM & PIAM
- Maintains rapport with regulatory personnel by arranging continuing contacts; resolving concerns
- Maintains quality service by establishing and enforcing organization standards align with regulators guidelines and requirements from time to time
- Maintains professional and technical knowledge of regulations by attending workshops; reviewing professional publications; establishing personal networks
- Complies with requirements by studying existing and new legislation; enforcing adherence to requirements; advising management on needed actions
- Ensure compliance with regulatory requirements impacting operational function

### **Operational Support**

- Assist COO in translating strategy into actionable goals for performance and growth helping to implement organization-wide goal setting, performance management, and annual operating planning
- Propose, design and implement business strategies, plan and procedures
- Identify the gaps / pain points in existing processes and provides recommendation. Lead the process improvements / process reengineering projects
- Prepares reports and compile information for regulatory audit items and presentations
- Support the implementation of technology solutions throughout the organization
- Manage relationships with partners, vendors and stakeholders
- Report on operational performance and suggest improvements
- Adhere to company, regulators, and local business requirements, enforcing compliance and taking action when necessary

**Group Customer Experience Lead, Digital Strategy & Transformation****Dec 2016–Dec 2017**

- Managed the customer experience by developing policies, programs and processes that demonstrate a continually evolving strategy focus, harnessing customer power, influence, and desire, while translating knowledge acquired into tangible results which accomplish the strategic objectives of Tune Protect Group
- Developed and implemented plans which move the actual customer experience to the ideal customer experience
- Advised the Senior Management on customer satisfaction measures, customer experience strategies, programs, initiatives and emerging issues to enable customer-centric strategic decision processes and major or critical issues response
- Worked with key business units to understand the current customer experience journey for the various lines of businesses, including documentation, consolidation and analysis of relevant data
- Gathered key business requirements and translated them into technical requirements for ICT enhancements. Identified Customer Experience (CX) improvement opportunities on all products and services provided by Tune Protect, with a focus on Digital CX
- Prioritized and spearheading improvement initiatives. Lead/champion the formation of CX task force, encompassed various members and business units across the organization
- Recommended, designed and developed “signature” customer experience touch points
- Conduct periodic impact analysis of Digital Customer Experience initiative after implementation in order to determine action plans going forward
- Improved understanding and capability of CX among employees via different methods such as best practice sharing. Work with leadership team to build and retain a culture of Customer Experience

**CELCOM AXIATA BERHAD****June 2016 – Dec 2016****Specialist, Customer Experience (CX) Design - CX Assurance and Journey Management**

- Identify, extract and prepare for analyses to improve customer experience across customer events and at touch points to improve touch point adoption
- Determine and identify customer profiles to gain insights on customer behaviour
- Perform analysis (quantitative or qualitative) on various sources of data to gain insights into the nature of interactions that are performed at touch points
- Design recommendations to improve the touch point experience/adoption & experience at major customer events and validate these with key stakeholders
- Develop a deployment plan/work plan to implement recommendations
- Drive the deployment of recommendations across all touch points and business units by constantly liaising with the Business Units and work closely with stakeholders to provide support
- Monitor Measures of Success (MoS) identified for each initiative and identify ways to achieve target MoS
- Prepare and present reports on completed analyses and identified recommendations, and on the impact of deployed recommendations.
- Provide channel analytics support for Customer Experience touchpoints in future operations improvement initiatives.
- Continuously enhance analytical processes to improve and optimize delivery of output.

**AIA BHD****November 2013 – May 2016****Customer Experience**

- Accountable for managing Takaful policies for process excellence initiatives and themed around AIA BHD
- Being a primary contact for all customer experience reporting and complaint handling responsible for independently receiving, documenting, investigating, and coordinating responses on complaints till it resolved.
- Managed incoming customer correspondence, both electronic and written (letters and emails), and responds to the customers, agents, the management and other internal inquiries regarding a variety of customer service and related operating issues.
- Manage service deliverables at all touch points to reduce the number of complaints from reaching the governing bodies.
- Responsible for notifying higher Management of any required updates of customer records on the organization's internal database.
- Make recommendations for process improvement, develop implementation plans for process improvements and identify critical issues and makes recommendations for improvement.

**Prudential BSN Takaful Berhad**  
**Service Quality Management**

**October 2007 – October 2013**

- Directs quality initiatives by requiring adherence to quality assurance policies and procedures; developing new models; implementing changes for customer service touch points.
- Managing complaints from customers or agents escalated to Bank Negara Malaysia (Central Bank), Financial Mediator Bureau (FMB), Malaysian Takaful Association (MTA) and other regulatory bodies related to Takaful/Insurance industry within turnaround time (TAT), providing a satisfying resolution which is agreeable for all parties involved as part of PruBSN service.
- Recovery and at the same time improving and monitoring the service deliverables at all touch points to reduce the number of said complaints to reach the governing bodies.
- Act as an escalation point for customer complaints, resolving issues quickly and coordinating plans to address recurring or critical issues with the higher management as needed.

**Ambank (M) Bhd**  
**Customer Service Executive**

**May 2006 – August 2007**

- To answer/reply to enquiries and complaints from customers and branch staffs on technical issues and matters relating to product and processes via telephone or email.
- Other ad-hoc duties assigned by head of department.

**EDUCATIONAL BACKGROUND**

2002 – 2005: Bachelor Science in Human Development (University Putra Malaysia)

2000 – 2002: Diploma in Human Development (University Putra Malaysia)

**REFEREES**

1. Mr. Fabian Lim,  
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