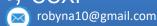
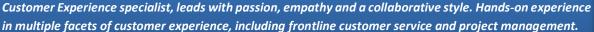
ROBINA TAN, CCXP

a + 6 (016) 296 4675









>>> CERTIFICATION

Certified Customer Experience Professional
 Customer Experience Professionals Association
 Issued: June 2022 Renewal: June 2024
 Digital Badge URL https://bcert.me/sqksrqynj

>>> SKILLS

- Design Thinking
- Public Speaking (Toastmasters International)
- Strengths Coaching (Gallup Strengths)
- Customer Journey Mapping
- Project Management

>>> EXPERIENCE

IJM LAND BERHAD

PROPERTY DEVELOPMENT

SENIOR MANAGER, CUSTOMER EXPERIENCE

DECEMBER 2017 TILL PRESENT

- ★ Designed and implemented Customer Experience framework based on the IJM Land customer journey map from Pre-Sales to Post-Sales.
- ★ Kick-start 2 major cross-department CX initiatives for improvement of post-sales issues (quality/workmanship of product and defect rectification) along with various departmental initiatives as identified by customer feedback analysis.
- ★ Introduced organizational accountability of customer experience via development and introduction of NPS/CSAT scores as management KPIs. 2019-2022 annual CX metric results: NPS of Min +14/better and CSAT increase from 71 to 78.
- ★ Organized a 2-day *IJM Land Strategic Design Thinking Hackathon* in December 2022 with key IJM Land management staff nationwide participating in a brainstorming on the company's critical issues using Design Thinking as an approach.

Job Role

- Design and implement the customer service framework including process improvement to enhance customer experience.
- Develop service performance monitoring systems and design service campaigns
- Drive implementation of the customer experience/service framework

ALLIANCE BANK MALAYSIA BERHAD

FINANCIAL SERVICES

HEAD, CUSTOMER EXCELLENCE

MARCH 2016 TILL DECEMBER 2017

- ★ Customer Excellence Council: Established to allow key Management Heads to meet on monthly basis to review and deliberate on issues with critical customer impact.
- ★ Net Promoter Score (NPS) survey: Developed framework for bank-wide initiative to measure customer sentiment and advocacy levels

Job Role

- · Produce monthly analysis and insights based on customer verbatim from customer complaints and survey results
- Drive corrective actions/resolutions on quality related problems through coordination with internal stakeholders

AMBANK (M) BERHAD

FINANCIAL SERVICES

CUSTOMER IMPACT MANAGER

MARCH 2015 TILL MARCH 2016

★ Expansion of my role and established the Service Impact Management Unit to target quick-win branch initiatives.

PROJECT MANAGER

APRIL 2014 TILL MARCH 2015

★ Development of TRUE, AmBank's first digitally enabled Financial Solution to successful public launch in March 2015 which included a Deposits account, Credit Card, an Online Co-creation Community (TrueLab) and online application process.

SERVICE INNOVATION MANAGER

SEPTEMBER 2012 TILL APRIL 2014

- ★ Established Service Innovation Unit framework. Delivered frontline service training to all new branches' team.
- ★ Designed AmSignature Priority Banking customers on-boarding journey. Managed Customer Response & Recovery Taskforce during Core Banking Systems Replacement Go-Live period and oversee critical responses to customer issues.
- ★ Emcee/Host for ACE 2.0 Conference 2014 at Pullman Bangsar Hotel, KL (420 participants). Selected for AmBank's Management Development Program as potential future leadership candidate.

HSBC AMANAH MALAYSIA BERHAD

FINANCIAL SERVICES

CUSTOMER MANAGER

NOVEMBER 2008 TILL SEPTEMBER 2012

- ★ Part of pre-opening team of 4 Customer Managers in the Shah Alam branch, the 4th branch in the HSBC Amanah network.
- ★ Obtained "Good" ratings for multiple branch audit checks, ie Internal audits, Bank Negara audits and Sales Quality audits in terms of branch compliance to procedures and guidelines.
- ★ Branch given recognition for service excellence for (a) individual service extra hours to resolve an overseas customer's issue, (b) branch service children activity sheets for waiting families; and (c) process improvement revamped reporting template which was implemented across branches.

FULL-TIME MOTHER

MARCH 2008 TILL NOVEMBER 2008

Took time off after the birth of my 2^{nd} child to focus on the family.

BRITISH COUNCIL

EDUCATION

CUSTOMER SERVICE MANAGER

JANUARY 2006 TILL MARCH 2008

- ★ 2006: Managed communications plan to customers during the closing of British Council's public library facilities.
- ★ 2007: Led team to maintain team's high service level during successful transition to a SAP Financial system. British Council Malaysia highlighted as prime example of successful SAP transition in British Council network.
- ★ 2008: Ensured service levels were maintained to support increase of 25% in enrolment, a possible record-breaking year in its major activity stream, ie the English courses and Examinations business.
- ★ Responsible for customer service levels in multiple customer-facing departments, ie Teaching Centre, Examinations, Library and Self-Access Resource Centre, including implementation of Regional Customer Service projects.

ALLIED PICKFORDS (MALAYSIA) SDN. BHD.

RELOCATIONS OF HOUSEHOLD & PERSONAL EFFECTS

BUSINESS DEVELOPMENT MANAGER

SEPTEMBER 2004 TILL DECEMBER 2005

- ★ Fully in charge of market identification and business development of Allied Pickfords in Malaysia.
- ★ Conduct sales presentations as well as contract negotiations with clients.
- ★ Act as consultant to clients for international home removals.

CUSTOMER SERVICE MANAGER

NOVEMBER 2000 TILL AUGUST 2004

- ★ Realigned 4 departments, ie Imports, Exports, Business Moves and Customer Services to manage increase in sales turnover by 20% from 2002 to a record high in 2003.
- ★ Elected as Quality Manager in year 2002, successfully achieving the ISO 9001:2000 certification.
- ★ Liaise with forwarding agencies and attend to all issues pertaining to import / export Shipping and customs clearance.
- ★ Supervise and develop all corporate pricing for key accounts.
- ★ Conducted customer service training for staff in both KL and Penang offices.

CORPORATE SERVICES EXECUTIVE

MAY 1997 TILL NOVEMBER 2000

- ★ Successfully streamlined sales pack and corporate proposals to be presented to corporate clients thereby increasing Corporate Calls ratio for the Corporate Services Manager and Executive.
- ★ Organized clients "Coffee Chats" networking sessions which became a monthly event due to demand.
- ★ In charge of the Relocations Services Department as and when required, duties included accompanying expatriate clients to view homes, schools and facilities prior to their relocation to Malaysia.

SHERATON SUBANG HOTEL & TOWERS

HOTEL

SECRETARY

DECEMBER 1993 - MAY 1997

- ★ Reports to Director of Human Resources
- ★ Assist in selection, recruitment and training of staff. Support Training Manager to produce Standards & Procedures for all Departments within the hotel.
- ★ Responsible for the approval of all claims and leave applications.

>>> EDUCATION

Association of Business Executive (ABE) - Diploma

Institute of Training & Development, Mont' Kiara May - Nov 2003 (Part-time Basis)

Association of Business Executive (ABE) – 1st part of a Diploma course

Stamford College, Petaling Jaya May - Dec 2000 (Part-time Basis)

Private Secretarial Certificate (Higher Diploma)

Stamford College, Petaling Jaya Feb 1995 - Jan 1996 (Part-time Basis)

Sijil Pelajaran Malaysia (Grade 2)

SMK Sultan Salahuddin Abdul Aziz Shah, Shah Alam Jan 1989 - Nov 1993