

# ROBINA TAN, CCXP



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*Customer Experience specialist, leads with passion, empathy and a collaborative style. Hands-on experience in multiple facets of customer experience, including frontline customer service and project management.*

## ➤➤➤ 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

#### SENIOR MANAGER, CUSTOMER EXPERIENCE

### PROPERTY DEVELOPMENT

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

#### HEAD, CUSTOMER EXCELLENCE

### FINANCIAL SERVICES

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

#### CUSTOMER IMPACT MANAGER

### FINANCIAL SERVICES

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 4<sup>th</sup> 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<sup>nd</sup> 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.

**CROWN WORLDWIDE MOVERS SDN. BHD****RELOCATIONS OF HOUSEHOLD & PERSONAL EFFECTS****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 &amp; 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