



Nurzaini Mohd Zin

PERSONAL PARTICULARS

IC No	: 740830-14-5158	Age	: 47
Address	: No 5, Jalan Tun Teja 35/13 Alam Impian Seksyen 35 40470 Shah Alam, Selangor	Date of Birth	: 30 August 1974
		Gender	: Female
		Marital Status	: Married
Telephone No	: 016-6118646	Nationality	: Malaysian
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PROFESSIONAL SUMMARY

As a Leader, I am innovative and skilled leader with 24 years of extensive background in Training, Corporate Transformation, Rebranding Trainer, Customer Service Trainer, Sales, Marketing, Business Development and Banking Operations in various financial institutions. Drive Customer Experience, training & event management at regions nationwide for a collaborative communication on CX engagement. Describe as a responsible, high determination and efficient to any task given.

EDUCATIONAL BACKGROUNDS

1. Level : AQIF- (Associate Qualification In Islamic Finance)
2. Level : Bachelor of Management (Hons) CGPA : 3.44
Field of Study : Marketing
University : Universiti Teknologi MARA (UiTM) Shah Alam
3. Level : Diploma in Business Studies CGPA : 3.17
University : Universiti Teknologi MARA (UiTM) Melaka
4. Level : Sijil Pelajaran Malaysia (SPM)
: Sijil Rendah Pelajaran (SRP)
School : S.M.K Agama Maahad Hamidiah, Kajang

KEY SKILLS

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|-------------------------------------|--------------------------------------|
| ○ Customer Service Trainer | ○ Corporate Transformation Committee |
| ○ Talent interviewer | ○ Customer Orientation & Engagement |
| ○ Brand Champion Trainer | ○ Leadership skill |
| ○ Strategic Planning & Organizing | ○ Relationship Management |
| ○ Public Relations & Communications | ○ Problem Solving |

WORK EXPERIENCES

MBSB BANK BERHAD

Senior Manager – Head of Customer Experience

April 2018 till present

- **Drive Customer Experience** in Regional Business Department by overseeing 47 branches nationwide and 6 Regions on customer service activities
- **Selected as In-House Trainer Certification** for Service Transformation Excellence Programme (STEP 1.0 & STEP 2.0)- Train The Trainer
- **Customer Service Trainer to Regions & branches nationwide** to equip all staff especially the front-liners with right mind-set and skills
- **STEP Trainer for INSPRO** (new jointly staff)
- **Conducting Mystery Shoppers** to 47 branches nationwide twice a year to monitor and ensure the consistency of service and maintain sustainability of STEP initiatives
- **Handling surprise calls** on the Telephone Etiquette by conducting 3 times a month surprise calls to all branches to develop the desired service excellence practices on telephone
- **Handling, manage, investigate and reply to the complaints, enquiries and compliments** from customers within timeline
- **Design, initiate, organize & monitor** the project implementation of **Service Standard Practices (SSP)** at regions & branches nationwide on Basic Courtesy & Functional SSP for easy/quick reference
- **Drive the Customer Service Culture & selected as the Corporate Transformation Team (committee member)** on Service Transformation for Excellent Performance (STEP) Program lead by CEO:
 - i. To measure and evaluate the effectiveness of customer service programme
 - ii. To ensure branch heads manage the customer service initiatives
 - iii. To determine the corporate initiatives and action plan to support & sustain customer service culture
 - iv. To design the Service Excellence Blueprint & Road Map in providing world-class service to customers
- Implement the **Customer Service Best Employee Award** for branches & regions yearly
- Managing the **teleconference on customer service**, monthly quizzes, customer service tips & reminder, role play on basic courtesy.
- **Customer Journey Mapping**- analyzing customer touch points in branches, website, social media, feedback and complaint forms to improve the journey of customers' banking satisfaction and experience
- **Lead the testing, learning and iterating process** to continually improve business results and journey of customer experience
- **Involving in Branch Transformation** on Customer Service & operational readiness nationwide
- **Talent interviewer** for the Head Digital Ambassador and Digital Ambassador positions
- **Conducting performance review**, ensuring appropriate trainings provided to boost staffs morale in achieving bank's objectives and ensuring all staffs get "linked" and working as a team in executing all tasks and projects.
- **Create multiple communication vehicles** (including presentations, blueprints, diagrams, email, role play) that are well-developed, polished and represent the highest quality on customer service

MALAYSIA BUILDING SOCIETY BERHAD**Jan 2017 – March 2018****Deposit Distribution Manager**

- Planning and overseeing new marketing initiatives
- Information Analysis & Reporting -Feeding information & analysis for product campaigns performance, business strategies and portfolio management
- Analyzing the Retail & Corporate Deposits Product, campaign, rates & features offerings competitiveness in the market.
- Engaging and monitoring Branch deposit performance / solicitation / report
- To prepare Deposit Marketing & Campaign Paper for management approval /endorsement

BANK SIMPANAN NASIONAL**Oct 2013 – Sept 2015****Assistant Vice President, Head of Transactional Banking**

- Branding Champion Trainer for BSN
- To plan, manage, implement the marketing strategies for the Bank on the Fee Based income products & services
- To prepare budget for all states & set the target for the team and branches
- To ensure the achievement on the sales and objective targets.
- To conduct training & briefing to branches & customers
- Conduct market survey for Transactional Banking products for pricing strategies
- Prepare paper and identify marketing and promotion opportunities in order to increase income and transaction.
- Manage the production of marketing materials, including leaflets, posters and flyers by liaising with designer's agency and printers;
- Carry out market research and customer surveys to assess demand and creating awareness of the marketing activities
- Liaise with customers, payee corporation, advertising agencies, vendors and media
- Identify potential market & develop new business for Payee Corporation
- Joint promotion & marketing activities with the agency and remittance houses
- Conduct briefing & training to the branches, customers i.e: factories, estates & etc.

MALAYAN BANKING BERHAD**Sept 2007 until Sept 2013****Senior Marketing Executive in Product Marketing**

- Organizes events on Maybank2u and signing ceremony on Remittance, Autodebit and other Maybank products
- Liaise closely with Branding and Corporate Affairs, agencies and vendors.
- Contribute to the strategic planning of an annual or long term marketing plan to drive forward agreed department objectives.
- Raise and monitor the payments for vendors and marketing budget.
- Prepare paper and identify marketing and promotion opportunities in order to increase income and transaction.
- Manage the production of marketing materials, including leaflets, posters and flyers by liaising with designer's agency and printers
- Organise and attend corporate events and exhibitions
- Creating promotions on the bank products through Maybank2u website and media electronic in order to create awareness and increase the usage of products.
- Recruiting companies to utilize Autocredit and Autodebit Service Facility

RHB BANK BERHAD – PUTRAJAYA BRANCH**Dec 2001 – August 2007****Customer Service / Floor Manager / Service Ambassador**

- In charge of operation and sales department in the branch
- Responsible in marketing and selling all retail products including Bankassurans, Investment, Financing and Credit Card to individual and corporate customers.
- Planning and executing strategies at branch level in marketing retail products. Identify potential customers, develop customers' portfolio as well as work towards the achievement on budget given by the management.
- Participating during the road shows for Credit Cards and Loan Products
- The highest personal achievement on the ASB Loan of RM500,000

RHB BANK BERHAD – KL MAIN**May 1998 - Nov 2001****Officer In Charged / Unit Head**

- In charged of Electronic Data Interchange (EDI)
- Managed the electronic payment for PRODUA and PROTON
- Attached to loan department – handling study loan and housing loan
- Attached to Trade Finance Department – handling Banker's Acceptance
- Attached to Communication Department as the Assistant to the Unit Head
- Monitoring the telegraphic transfer messages via S.W.I.F.T & Telegram

SIME BANK BERHAD**Nov 1997 – April 1998****Trainee Officer**

- Attached to Operation and Trade Finance Department- OIC for Bankers Acceptance & Letter of Credit

COURSES ATTENDED

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| ❖ In-House Trainer Certification for Service Transformation Excellent Performance | ❖ AML /CFT Training for SAC & Middle Management 2017 |
| ❖ BSN Rebranding- Brand Champion Trainer | ❖ Maybank Great Manager Corporate Etiquette |
| ❖ Power of Customer Service | ❖ Maybank Great Manager Strategic Negotiation & Influential Skills |
| ❖ Service Transformation For Excellent Performance (STEP) Manual Workshop | ❖ Maybank Great Manager Corporate Governance for Manager |
| ❖ Leading Step For Corporate Transformation Team (CTT) | ❖ Maybank Great Manager High Impact Manager |
| ❖ Managing & Mastering Step For Service Task Force (STF) | ❖ Maybank Great Manager Corporate Football & Stress Management |
| ❖ Employee Superbrand Program 2017 | ❖ Maybank Active Directory Development Project |
| ❖ Interactive Behaviour at Work | ❖ Islamic Finance: Associate Qualification in Islamic Finance (AQIF) |
| ❖ Strategic Thinking and Planning | ❖ BankTech Asia 2014 |
| ❖ Scaling Up Excellence: Creating Opportunities While Mitigating Risks | ❖ 7 th Mobile Commerce Summit Asia |
| ❖ Fee Base Product Training | |

MISCELLANEOUS

Expected Salary : RM15,000
Willing to Travel / Relocate : Yes
Possess Own Transport : Yes
Availability : 3 month notice

REFERENCES

JASON TAN

Director,
Data Acquisition Delivery Leader
Nielson
017-2190919 / 012-3200223

KHAIRUDIN BIN MOHAMED GHAZALI

Director
Duriopark AGRO
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