



**CAROLINE S LOURDES**

**Customer Care Manager**

## ABOUT ME

Experienced and self-motivated Manager bringing forth valuable industry experience and a passion for management. Results oriented with a proven track record of working collaboratively with team members to achieve goals. Experienced in both retail, public relation, social media, and adept at effectively managing all operations.

## CONTACT

016-709 0618

[Cicaroli1981@gmail.com](mailto:Cicaroli1981@gmail.com)

481, Jalan RJ1/8  
Taman Rasah Jaya 70300 Seremban,  
Negeri Sembilan.

## EDUCATION

OLYMPIA BUSINESS SCHOOL, RAFFLES EDUCATION GROUP;  
PETALING JAYA.

Diploma in Business Communication & Marketing

SEKOLAH MENENGAH KEBANGSAAN CONVENT TELUK INTAN,  
PERAK DARUL RIDZUAN

Sijil Pelajaran Malaysia (SPM)

## WORK EXPERIENCE

### Customer Service Manager

Pantai Hospital Ampang | 12.09.2022 – Present

Driven by the Quality principle, the Customer Service Manager is the custodian of the quality of the consumer facing interaction aiming at reaching the excellence in Consumer Care (being above the industry benchmark) whatever the channel.

Operating for almost 20 years, Pantai Hospital Ampang is one of the 16 hospitals operated by Pantai Holdings Sdn Bhd (Pantai Group), a subsidiary of IHH Healthcare Berhad. Here, cutting-edge technology is combined with compassionate care by experienced medical personnel to provide patients who come through the facilities with excellent medical expertise. The hospital houses 117 beds and over 50 medical consultants, who specialize in orthopaedic surgery, paediatrics, otorhinolaryngology (ENT), ophthalmology, general surgery, renal medicine, gastroenterology, cardiology and obstetrics & gynecology, as well as many more.

- Lead talent development within Customer Care Team and create the best conditions for the development of a highly engaged, high performing consumer care team.
- Ensure excellence in the consumer experience on all channels by monitoring & reviewing performance periodically (service level KPIs, customer satisfaction, NPS) in compliance with Global Consumer Care dashboard and leveraging continuous improvement.
- Build and maintain excellent relationship with internal stakeholders to maximize consumer care performance and added value to the business.

## REFERENCE

Mr Mohd Azuan  
Store Manager AEON Co  
Tel: 012 - 6611979

Ms Karen  
Senior Executive Secretary  
(CEO Office)  
Pantai Hospital Ampang  
Tel: 019 - 697 9330

- Provide consumer care support during crisis situations to analyze impact and deal with queries.
- Drive the overall consumer satisfaction, recommendation and loyalty, help build and protect the brand reputation and support business growth.
- Passionate in people with strong social intelligence, and ability to establish engaging relationship.

### CUSTOMER CARE MANAGER

AEON CO (M) BHD | AEON @1 UTAMA, Selangor | 03.2014 - 11.2019

Customer Service Manager role involves communicating with customers via phone, email, or face-to-face in relation to a product or service, potentially overseeing a team of Customer Service & Cashier associates.

AEON Group Malaysia is highly diversified covering hypermarkets, supermarkets, and mall retail brands to financial and credit services. AEON Group Malaysia also offers integrated facility management services, commercialization of quality brands focusing on products from Malaysia and Japan, educational and entertainment services for children and families as well as specialized logistic and supply chain management.

- Supervise day-to-day operations in the customer service, cashier and overall store for smooth operation.
- Hired, trained and coordinated more than 90 customer service & cashier associates, ensuring that the company's high standard is met.
- Worked on the improvement of all customer service processes in order to increase efficiency and customer satisfaction.
- Conducted monthly and annual performance reviews and pro-actively participated in weekly meeting with Store Manager, Area Manager and HQ.
- Increased total store customer satisfaction from 75% in 96% within 2 years.

### Assistant Department Manager

Mydin Mohamed Holdings Berhad | Seremban 2, Negeri Sembilan | 02.2010 - 12.2013

**Result-focused Department manager skilled at training and coordinating the team. Offering a highly professional attitude,**

**excellent communication/leadership skills and ability to perform well in a team and remain calm under pressure.**

MYDIN business activity is in retailing and wholesaling. The products range from food line, household, soft-lines and hard-lines items. Hard-line products include hardware, electrical, stationery, porcelain, and toys. Whilst soft line comprises of textiles and fabrics products. Food line includes confectionery, drinks and beverages, delicatessen, and dairy products.

- Assist Store Manager in planning and implementing strategies to attract customers.
- Ensure consistent up-time of equipment/facilities to ensure productivity and efficiency.
- Continuous review of operation process.
- Spearheaded daily staff meetings to identify improvement strategies, discuss policy updates and facilitate open communication.
- Increasing the items purchased per customer by 10% each week through the implementation of department selling focus initiating discovery conversations and cultivating trusting relationship with customers.

### **Customer Service Executive**

ASTRO (All Asia Satellite Television Radio & Organization) | Seremban 2, Negeri Sembilan | 04.2003 – 08.2009

Customer Service Executive supports customers by providing helpful information, answering questions, and responding to complaints.

Astro Malaysia Holdings Berhad is Malaysia`s leading multi-platform content and consumer company serving Home Satellite Television, Consumer Digital, Streaming, E-Commerce, Esports, Radio, Digital Media, and Production.

- Address root causes and seek continuous improvements – constantly look for ways to improve work process.
- Work closely with sales, pricing, packages, and marketing team to achieve customers satisfaction.
- Keep records of customer interactions and transactions, recording details of enquiries, complaints, comments as well as actions taken.
- Refer unresolved customer grievances to designated departments for further investigation.
- Solicit sales of new or additional packages to 99%

## Junior Writer

Just Property (Premier Design Publisher House) | Puchong, Selangor| 05.2001 11.2002

Junior writer in charge of expressing ideas through text according to a set of specifications or a particular style and be working directly below a copywriter, senior copywriter, and editor.

Just Property publishes magazines with informative knowledge in various topic.

- Perform research on assigned topics.
- Interview relevant people for more information.
- Learn about SEO best practices.
- Contribute to content ideas.
- Composing for various areas specifically; Events, Product, Shopping Hintz, Interior & Exterior.

## SKILLS

- Time Management
- Communication
- Leadership
- System Knowledge
- Motivating
- Creativity
- Problem – solving
- Multi – tasking

## LANGUAGES

- English
- Bahasa Melayu
- Bahasa Tamil

# TRAININGS & COURSES

- Zero Budget Facebook Marketing by Marcus Teoh (International Speaker, Facebook Marketing Trainer and Best-Selling Author – Now or Never)

- OJT Task – Customer Service (HOD)

- Taiping, Perak Darul Ridzuan (Pertandingan Isyarat Bendera ke 16 & Masak Memasak)

- Kursus Induksi Pertolongan Cemas Asas

- TAPAK KEM BINA SEMANGAT DATO` SAGOR KAMPUNG GAJAH (Kem Motivasi)

- Kementerian Kesihatan Malaysia (Aktiviti Berjalan Kaki 10,000 Langkah Merdeka)

- Program Inkubator Keusahawanan Wanita I-KEUNITA & AVON (Kursus Kecantikan – Solekan & Perjagaan Kulit Sihat )

- Emergency Code Training Program

## **CUSTOMER VOICE MANAGEMENT**

- Manage Customer Voice Using the Right Etiquette.
- Learn to Identify & Analyze Customers Problem.
- Decide solution based on Risk Level
- Apply the 7 choices when Managing Customer Voice.

## **OTHERS**

- Digital Software & Customer Etiquette (ASTRO)
- Royalty brand project by VIVO GERMANY (In House Project)
- Makeup & Grooming by AVON MALAYSIA
- Attended social media workshop by Brigitte Rozario – Writer & Editor (Facebook, LinkedIn, Instagram, YouTube & Twitter)

