



No. 8, Jalan Seri Putra 2/3, Bandar Seri Putra,  
43000 Kajang, Selangor

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marfiza27@gmail.com

## **MARFIZA BINTI MOKHTAR**

### **MANAGER OF PERFORMANCE MANAGEMENT**

## **PROFILE**

Hello, I'm a manager with an extensive experience and knowledge in Learning Management & Performance. I'm currently seeking for opportunities where I can fully utilize & enhance my skills and make significant contributions to the organization. I've achieved much recognition in my current job and I intend to accomplish more in a new environment.

## **WORK EXPERIENCE**

### **MALAYSIAN AVIATION GROUP**

Jan 2023 – Present

Performance & Rewards  
People Potential &  
Organisational Design  
Department,  
Human Capital Division

## **MANAGER, PERFORMANCE MANAGEMENT**

- Responsible to design, develop, implement, monitor and measure performance at MAG. Also, to advise Top Management on the policies and procedures necessary to advance individual performance in alignment with MAG LTBP 2.0
- Lead and continuously review to ensure the Performance and Rewards Policy and Procedure is updated and implemented to reflect and support the business requirements
- Plan and implement a comprehensive performance management strategy across all Profit Centres (PC) to align with business objectives and growth
- Plan and execute all the milestones in the performance management cycle.
- Benchmark locally, regionally, and globally on the best practices in performance management and update the processes and policies accordingly.
- Oversee and manages all activities related to the performance management cycle and manages all communication, sensitization and monitoring of the process to ensure its effectiveness and relevance to the business.
- Establish and maintain linkages between the Performance Management unit and other HR department functions to ensure uniformity in the application of policies and procedures
- Work in liaison with key stakeholders to establish and support the link between strategic business objectives and people's day-to-day actions and tasks by implementing a process for tracking progression from goal setting, mid[1]year reviews and end of year evaluations to support individual, team and organisational performance.
- Prepare and present reports detailing the status of Performance Management to BU so that informed decision may be taken on behalf of HR department.
- Develop and communicate the strategic vision, scope, priorities, processes, systems and tools of the performance management unit
- Provide leadership and coordination for Performance Management and improvement initiatives, ensuring their alignment to improve MAG operational and program efficiencies and effectiveness.

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## WORK EXPERIENCE

### PRINCE COURT MEDICAL CENTRE

Oct 2017 – Dec 2022

Learning and Development &  
Performance, Human Resource  
Management (HRM)  
Department

### ADDITIONAL PARTICIPATION

- Advisor and President for PCMC Dinner
- Committee for Orchid Run
- President for CSR Indahnya Ramadhan Committee
- President for Jom Balik Kampung Raya Hi-Tea
- President for Little India Celebration
- Committee for CEVP
- Committee for Jom Jimat
- Member of CME

## ASSISTANT MANAGER, L&D AND PERFORMANCE

- Support needs assessment processes to analyse and identify training and non-training interventions by consolidating and maintaining the inventory.
- Ensure training requisitions for external programs are completed with documentations, nominations and providers are verified, registration, and post-program administration, in consultation with department heads
- Execute the process in providing training-related logistics and arrangements for participants and Trainers for internal and external training activities to achieve their successful completion.
- Participate in quality review and improvement initiatives to achieve operational efficiency and effectiveness at unit, department and organizational level
- Support communication, appropriate education and coaching on PMS to enable staff manage the quality and effectiveness of the performance appraisals.
- Prepare and maintain training contracts from employees and training providers systematically to ensure proper documentation, validity and compliance to legal and statutory requirements.
- Assist in training program development and deliver designated training programs to meet learning objectives.
- Ensure intellectual properties, learning resources and overall data quality and integrity comply with data management regulations and report requirements
- Complete mandatory and required competency training as per Individual Training plan or regulatory requirements and SOPs related to performance management systems (PMS), training & development and career development
- Manage and update the organization chart. To ensure company's internal structure by detailing the roles, responsibilities, and relationships between individuals within an entity are in place
- Responsible for the administration, organization, and coordination performance management programs to ensure employee understanding of performance measures, job expectations, clarity of goals and objectives and performance results.
- In charge of the PCMC Staff Engagement I.e. Lunch with CEO, Annual Dinner, CSR, Sport and Recreational Club, Staff Festive Gift and etc.

### KEY ACHIEVEMENTS

- Implement and execute Prince Court Cultural Belief Programme and PETRONAS Organizational Culture Survey (POCS) for the whole organization
- Part of the team that won Malaysia's Human Resources Minister Award's for Large Employer (Service Sector Category) 2017.

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## WORK EXPERIENCE

### ● PRINCE COURT MEDICAL CENTRE

May 2010 – Oct 2017

Learning and Development &  
Performance, Human Resource  
Management (HRM)  
Department

### HRD, SENIOR EXECUTIVE

- Conduct training needs identification process and other needs assessment to develop the Annual Training Plan.
- Assess and identify appropriate training solutions using internal resources and external providers to fulfill the Plan and other learning interventions.
- Implement and monitor completion of the Annual Training Plans to achieve maximum impact from training needs.
- Develop, design and facilitate training programs using various methodologies that target all employee levels
- Conduct a companywide Soft Skills, Induction and 6S Training
- Develop and implement variety of post-program initiatives that include coaching to support successful application of skills
- Support in the planning and monitoring of training budget, HRDF processes, and resources utilization to ensure return on investment
- Support career development and talent management initiatives through competency and skills framework
- Coordinate and improve implementation of strategies, policies, procedures, and SOPs related to performance management systems (PMS), training & development and career development
- Participate in information research, HRD learning interventions and projects, as needed.

### KEY ACHIEVEMENTS

- Successfully implemented the 1st survey on 'Telephone Etiquette' for the whole organization
- Planned, initiate and implement Service Transformation for Excellent Performance – STEP Programme
- Planned, initiate and implement the continues programme to sustain the Service Transformation for Excellent Performance (Customer Service Culture in PCMC)
- Participate in the setting up of the 6S initiative for Clinical and Non Clinical Area
- Establish HRDF grant application and claim process
- Managed and organized 3 times Company Dinner for PCMC staff
- Managed and organized PCMC Sport Carnival
- Involved in the company initiative i.e. Stock and Inventory Work stream, 6S Auditor, Stock take

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## WORK EXPERIENCE

- **OCBC BANK BERHAD**  
Dec 2004 – May 2010

Contact Centre Department

### TRAINER, MANAGER

#### A. Quality Management

- Continuous review of training to identify areas of improvements
- Administer certification to ensure quality and readiness of trainees
- Administer Call/Email Care and surveys to monitor CSEs' performance
- Perform Call and Email Care to identify gaps and determine quality standards
- Review Call/Email Care to identify areas of weakness to conduct refresher trainings

#### B. Service Efficiency and Productivity Management

- Design and develop customized training for maximum efficiency and to meet business needs
- Conduct and ensure timely completion of training program
- Conduct refreshers to ensure CSEs continuously meet department standards
- Design and implement self-learning modules and assessments for on-going re-training and assessment efforts
- Continuous review of training curriculum/methods, training and learning aids for improved delivery and efficiency
- Timely update of training and learning aids to ensure availability and accuracy of information
- Develop and maintain e-Learning

#### C. People Management

- Oversee discipline and management of trainees during training
- Assume role of buddy to new recruits to help them assimilate to new environment
- Manage trainees' attrition rate during training
- Coach and guide new recruits during 1st month on the job

### KEY ACHIEVEMENTS

- Setting up the setting up of Training & Service Quality
- Certified BEE on Air Trainer

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## WORK EXPERIENCE

### RHB BANK BERHAD

Aug 2003 – June 2004

Call Centre Department

### TRAINER, SENIOR EXECUTIVE

- Responsible for continuously monitoring and evaluating for Call Centre employees' skills and knowledge and ensuring skills and knowledge gaps are addressed via performance development and training programs.
- Conduct initial training of new hires and on-going in-house training requirements.
- Coordinate and facilitate on-the-job training and orientation of new Customer Service Agents to develop skills/proficiencies.
- Work closely with the Staff Learning Centre to develop and conduct on-going training for Call Centre personnel.
- Monitor and evaluate employees' skills and knowledge.
- Conduct training needs analysis constantly to ensure staff is provided with timely and appropriate training for skills and knowledge acquisition and enhancement.

#### KEY ACHIEVEMENTS

- Trained the telemarketing pioneer team
- Chosen to train Kuching's Call Centre during the setting up of the East Malaysia Call Centre

### TIME DOTCOM BERHAD

Sept 2001 – Aug 2003

Quality Assurance Department

### TRAINER, EXECUTIVE

- To deliver training to as required by Customer Service needs. To carry out on-going maintenance, updates and development of Customer Service training curriculum and material. Training quizzes report must be submitted to management with the time frame given. Trainers will have to ensure that, training environment is available at all times.

#### KEY ACHIEVEMENTS

- Was chosen to train top management of the company from General Manager and above for Experience Customer Interaction Program.
- Spearheaded front liner staff Professional Image Enrichment Workshop for Retail Outlet and has successfully built the corporate image and professionalism amongst the staff.

### TIME DOTCOM BERHAD

Nov 2000 – Sept 2001

Contact Centre Department

### TEAM LEADER, CUSTOMER SERVICE CONSULTANT

- To ensure the assigned team work at optimum, productivity and able provide "World Class Customer Service" to Time DotCom's customer.
- To also ensure that my assigned team has all the necessary knowledge, tools, training, documentation required. Would recommend solutions or ideas to the Customer Interaction Center Manager if needed.

#### KEY ACHIEVEMENTS

- Successfully trained and coached Team members and they were awarded "Best Customer Service Consultant" of the month. Maintain systematic reference guideline and process for the team.

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## WORK EXPERIENCE

● **TIMECEL SDN BHD**  
Jan 1997 – Nov 2000

Call Centre Department

● **CITIBANK BERHAD**  
Aug 1996 – Dec 1996

Customer Service Department

## CUSTOMER SERVICE CONSULTANT

- To answer inbound calls professionally and efficiently. Ensure constant follow-up and given a satisfaction to customers on any complaint.

### KEY ACHIEVEMENTS

- Received a compliment letter from a customer for resolving his problems efficiently.
- Implemented new and better work processes for the call center.
- Was awarded as the "Best Customer Service Consultant" for September 2000.

## ASSISTANT CUSTOMER SERVICE

- Assist customer in the use of newly implemented payment method via express machine and other related banking transactions.

## EDUCATION

● **SWANSEA UNIVERSITY  
INSTITUTE USAHAWAN  
BUMIPUTRA**  
1994 – 1997

● **SIJIL PELAJARAN MALAYSIA**  
1990 – 1991

## DIPLOMA IN BUSINESS STUDIES

## 1ST GRADE

## PROFESSIONAL COURSE

● **MOTOROLA TRAINING AND EDUCATION CENTER**  
– Learner Facilitator

● **SCICOM**  
– Tele Skills  
– Coaching Skills

● **SUPERVISORY MANAGEMENT & RESOURCE  
TRAINING (SMART)**  
– Train the Trainer

● **SMR HR GROUP**  
– The Magic of Making Training Fun

## TELEMARKETING SERVICES

- Financial Product Telephone Sales
- 1. Pre-Training Customization
- 2. High Impact Telesales Training
- 3. Tool Base Telemarketing Mgmt Training
- 4. Post-training Monitoring, Evaluation & Reporting
- 5. One On One Coaching & Motivation

## BUILDING EMOTIONAL ENGAGEMENT (BEE)

- Bank wide Certified Trainer for Building Emotional Engagement Softskill Programme

## HRDF WORKSHOP

- Kumpulan Wang Pembangunan Sumber Manusia

## EXPERTISE

• **Presentation**  
Extensive

• **Customer Service**  
Extensive

• **Public Speaking**  
Extensive

• **Microsoft Office (Words,  
Excel, Powerpoint, Outlook)**  
Extensive