



PROFILE

Customer management professional with 10 years of experience in the service industry & subsequently 8 years of leadership experience in customer experience. Primarily overseeing a staff of up to 93 employees meanwhile ensuring customer satisfaction remains at the highest standards.

CONTACT

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PASSION

I am an active volunteer with a few NGO's, where I cook meals for homeless people.

EDUCATION

University Putra Malaysia

January 1999 – January 2001

Professional Diploma in Sport Science Majoring In Sports Injuries

S.M La Salle

January 1991 – December 1996

High School

WORK EXPERIENCE

IHH HEALTH CARE MALAYSIA – Customer Experience Contact Centre – Senior Executive

April 2021–Present

Oversee and manage the Contact Centre operations performed by BPO partners for the hospitals.

MAXIS BERHAD – Customer Relations – Social Media - Executive

October 2017–February 2021

Managing and coordinating none voice Call Centre day-to-day operation to fulfil business requirements & delivery of KPI's based on the SLA agreed upon.

AMERICAN EXPRESS – Multicurrency Specialist – Team Leader

August 2015-Feb 2017

Implementation of Online Merchant Services Platform & Product including identifying product gaps, justifying new product development, determining & writing on product requirements leading cross functional project teams.

JOBSTREET.COM – Account Manager - Executive

April 2013 – July 2015

Manage the commercial relationship with the existing large & multi site blue chip clients while providing exceptional service.

DHL EXPRESS MALAYSIA – Work Force Management - Executive

September 2011 – March 2013

Planning & managing long term forecasting as well resources management for contact centre.

FEDEX MALAYSIA (Australian & New Zealand Market) – Customer Service Officer & Trace Agent

November 2008 – August 2011

To provide exceptional customer service experience while assisting customers with enquiries.

HSBC (Australian & New Zealand Market) – Customer Service Officer & Trace Agent

January 2007 – October 2008

To provide exceptional customer service experience while assisting customers with enquiries.

WORK EXPERIENCE

IHH HEALTH CARE MALAYSIA – Customer Experience Contact Centre – Senior Executive

April 2022 – Currently

- Oversee and manage the Contact Centre operations performed by BPO partners for the hospitals.
- Decreasing patient's waiting time for both Voice & Non-Voice channel.
- Primary point of contact to the hospitals and BPO team to address concerns and needs relating to Contact Centre related matters.
- Managing e-commerce automation strategies that improved completion of leads which subsequently increased the appointment conversions.
- Improved on No Show ratio within 10:5 to 10:2.
- Monitoring and ensuring sufficient and competent resources are in place by BPO partners to meet service level and cater to the growth plan.
- Leading a successful Contact Centre that manages appointments for 15 different entities / hospitals.
- Decreased in complaints from 2022 vs 2023 at staggering rate of 38%.
- Prepare monthly as well as yearly performance report including other analytical report as when required.

MAXIS BERHAD – Customer Relations – Social Media – Executive

October 2017 – February 2021

- Managing and coordinating non-voice Call Centre day-to-day operation to fulfil business requirements & delivery of KPI's based on agreed SLA.
- Generating weekly & monthly reports based on agents' performance.
- Collaborating with other divisions and departments to close gaps & concerns relating to the team.
- Managing CEO office escalations & government related complaints such as MCMC as well CFM.

AMERICAN EXPRESS – Multicurrency Specialist – Team Leader

August 2015 - February 2017

- Implementation of Online Merchant Services Platform & Product including identifying product gaps, justifying new product development, determining & writing on product requirements leading cross functional project teams.
- Responsible for Multicurrency Platform & products within JAPA Merchant Services Division Region.
- Management and oversight of case escalation to / from local Financial investigation unit (FILI), CSEM, FCI, Investigation Exchange, Anti Bribery & Corruption (ABC) and Global Sanctions.
- Assisted in the build-out of all systems and policies and all the foreign exchange and funding of non-US dollar subs / affiliates within JAPA region.

JOBSTREET.COM – Account Manager

August 2015 - February 2017

- Build long-term relationships with [clients, customers, partners] from onboarding to advising them throughout their customer lifecycle. Maintaining the revenue & gross profit of each account to ensure the profitability in line with monthly as well as annual targets, exhausting all additional revenue stream opportunities.
- Coordinate with Customer Success and Marketing to ensure customers optimize [product or service] and appropriately debut new products as they relate to client needs.
- Analyze sales KPIs, trends, growth/lost business, upsell opportunities and provide actionable recommendations for team improvements.
- Serve as a brand ambassador for existing and new products, developing tailored sales pitches to each client.
- Maintain and grow sales by identifying new upsell and cross-sell opportunities.

DHL EXPRESS MALAYSIA – Work Force Management - Executive

September 2011 – March 2013

- Planning & managing long term forecasting as well as resources management for contact centre.
- Develops the team to be able to perform complex analysis using predictive modeling, testing of multiple inputs, using mathematical and statistical simulation analysis to forecast the potential impacts of product and service offering changes, customer workflow and process changes, operations drivers, and customer routing changes.
- Ensuring role approvals are processed in accordance with Technology Approval Matrix.
- Contribute to and administer the global Human Resources (FTE) Plan and maintain controls to manage headcount to a 7% vacancy rate.
- Source/download HR/Contingent workforce information from a variety of sources and is responsible for the production of monthly/quarterly FTE reporting used for benchmarks/reporting requirements including Audit Committee plan, regulatory reporting, and Balanced Scorecard.
- Prepares reports and monitors efficiency of CPU operations.

FEDEX MALAYSIA – Customer Service Officer & Trace Agent

November 2008 – August 2011

- Answer inbound calls with reference to arranging express pickups from residential and or commercial areas.
- Explain customs paperwork requirements based dispatching locations / countries.
- Assisting new joiners by providing on-floor training.
- To investigate missing, damage & late-on-arrival shipments before providing an update to the customers.
- Assisting customers with their claim process based on missing shipments, damaged shipments and late-on-arrival shipments.

HSBC (Australian & New Zealand Market) – Customer Service Officer & Team Coach

January 2007 – October 2008

- Answer inbound calls with reference to banking & new products.
- Assisting new joiners by providing on-floor training.
- Was promoted to team coach & assisted floor AM's on daily floor operations.

Achievements

HSBC

- Receive numerous compliments from customers while providing exceptional service.
- Asia Pacific Contact Centre - Best Customer Service Agent for July 2007, October 2007, December 2007 & January 2008.
- Curly Fries Champion – For outstanding Performance for Quarter 3 of 2007.
- SOAR Award For Asia Pacific Contact Centre - Outstanding Customer Service for Quarter 4 of 2007.
- Certificate Of Excellence for Asia Pacific Contact Centre For Achieving 1 Year Without Medical Leave for year of 2007.

FEDEX MALAYSIA

- Receive numerous compliments from customers while providing exceptional service.
- Won Purple Promise Award 2010 - I will make every FedEx experience outstanding – Champion Asia Pacific.

DHL EXPRESS MALAYSIA

- Bend Like Bekcham Award – 2012
- Certificate Of Honesty – Receive from DHL EXPRESS NEW ZEALAND - 2012
- Nominated As Employee of The Year – 2012