



Sathya Rabi

Daythree CX Manager | Fintech | Ecommerce | In-House & BPO

Check out my LinkedIn : <https://www.linkedin.com/in/sathya-r-7a56a358/>

Profile

Sathya is a very passionate person about Customer Experience, driven to achieve results, and Committed to Develop People.

He is currently, a CX Manager at Daythree, simultaneously managing different projects to improve the customer's experience based on our ideal customer journey road-map. In charge of discovering and understanding new tools, technology, and methods that can be implemented to improve customer experience.

Sathya is known as business enabler with experience in strategy management, customer communications, customer experience assurance, fraud risk management, and service quality management.

He has demonstrated history of working in Telco, E-commerce, Home Shopping (Retail), Logistics & Warehouse, Credit Management, Healthcare, Crisis management, Fin-tech, and Business Excellent for In-house and Outsourcing industry.

Skilled in Performance Improvement, Operations Management, People management, stakeholder engagement, Customer Service Management, and Customer Relationship Management (CRM). Strong operations professional.

Details

Shah Alam, Malaysia,

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Nationality

Malaysian

Skills

Interpersonal skills.

Communication and motivation.

Organisation and delegation.

Forward planning and strategic thinking.

Problem solving and decision-making.

Commercial awareness.

Mentoring.

Languages

English



Malay



Tamil



Hobbies

I enjoy exploring new places and learning about new people, participating in singing contests, perform music show on youtube. Enjoy sci-fi movies and books, coffee lover, and am known as a motivational speaker by my circle.

Supported Brands/Clients



📁 Employment History



Customer Experience Manager at Daythree.co, Petaling Jaya

October 2019 — Present

Business Excellence Lead and Operations Manager (experienced in Fintech & E-commerce)

Manage multiple clients to improve customer experience and service excellence.

Develop a lean team structure to manage CX Operations.

Replicate COPC best practices and ensure operation meet the compliance standard.

Deploy a career development program to create an internal talent pool for career advancement which includes problem-solving, DMAIC, RCAPCA, leadership, and critical thinking.

Key Achievement :

- I have successfully enabled and transformed the TNGDigital project from 20 headcounts to 120 headcounts within 3 months
- Created Crisis Respond Team within the project to manage the crisis
 - Pandemic outbreak
 - Restriction by authority
 - Cyberattack
 - Natural disaster
- Which has been replicated organization-wide and named winner of GBS Asia Awards 2020 in Best Practices in Business Continuity Plan.
- Managed 250 HC within 1 year with 2 fast phase projects (TNGDigital & Lazada).
- Introduced People and Operation Lead position at the project level
 - People lead focusing on individual performance, tracking data, and engagement
 - Operations lead responsible for managing clients and strategizing operations to achieve SLA metrics
- Introduced campaign planning strategy
- Manage to transform Pay Per Interaction model to Full time equivalent
- Reduced attrition rate by 3% every year
- The employee satisfaction rate is at >80% past 3 years
- Introduced onboarding program for new hires which is now being implemented across organization-wide
 - Collaboration between TA, People Happiness, and the Training team
 - Introduce Daythree core value
 - Engagement survey scored at 91% and maintain at >90% for each onboarding session
- Bronze award for Best New Contact Centre Project - CCAM Awards 2021

- In the year 2022, assigned to set up operations for Shopee project.
- We started with 17 headcounts, and by December'2022 we had grown to 150 headcounts.
- Been achieving the SLA metrics with zero penalties and delivering the committed billable hours
- Introduced customer management and case management team strategy.
- Feed clients with the industry's best practices in managing customer satisfaction, improve retention by mapping out the customer journey, identify the pain point, and suggest an improvement.
- Introduced Voice of customer service from BPO
- Implemented talent development program and successfully placed Act.TL, Act. QA and Act. RTA which made the project managed within budget as well as promoting loyalty, reduce attritions, and high performing work culture
- In Year 2023, assigned to manage Healthcare (TNB) project
- Manage 127 CSE and 13 operations team member to assist internal staff medical enquiries, IGL issuance and authorised to approve final bill claims from hospital.
- Took over the project from different BPO and start with new team by maintaining the level of competency and meeting the SLA by progressive target.
- Restructure current process and approach which can be adapt by new agents.



In-house Operation Lead at Lazada Malaysia, Kuala Lumpur

September 2018 — September 2019

Vendor performance management under the customer care division.

Govern and improve BPO, local warehouse, cross-border, logistics (local 3pl, air freight, and sea freight) performance based on NPS, CSAT, and public response.

Work closely with the VOC team to improve the customer journey across the business line which includes process improvement/revamp, creating new SLA(s)

Key Achievement :

1. Challenges: Contact per order (CPO) is at 1.5 – 2

- Root Cause: Order backlog exceed ETA
- Actionable item :
 - Split the backlog by LOB (MP, CBMP, and retails
 - Measure based on the highest volume which causes the biggest impact
 - CBMP shown 20% backlogs which exceed the ETA and standard SLA

- Identify the actual problem in CBMP, seller not following standard SLA and venture to refuse to cancel orders and impact all the other countries
- Set up a crisis team which involves 1 key person from each line of business and country for Lazada
 - Operations (customer care MY, SG, ID, VN, TH and PH)
 - Cross-border (SG)
 - Cross-border MP (China)
- Introduce seller KPI for MPCB, and set up an automated reminders for the seller, failing to follow the process can lead to order cancellation and is non-refundable if the goods have sailed
- Backlog reduced from 20% to 8% within 2 weeks of implementations and was maintained at <1% for CBMP order SLA.
- CPO has reduced to 0.8

2. Created a process to support BPO in managing high-profile cases which involve government bodies.

3. Improved BPO performance by automating backend tasks with chatbot and focusing on improving customer satisfaction and NPS rate.



Assistant Manager at Daythree.co, Petaling Jaya

April 2016 — August 2018

Started my journey as Team Leader for TNB Careline as one of the pioneers to set up the project

Able to transform all the agents from my team to become ops support team members by introducing career development initiatives

Key Achievement :

- Supported the growth from 40 headcounts to 80 headcounts within 4 months
- 50% of the ops support team was managed by a homegrown team
- Assigned to set up a disaster recovery center at Penang in Sept 2017
- Started the project with 15 headcounts and grew to 50 headcounts within 3 months' time and run auto-pilot
- Assigned to take over a debts collection project from a client
 - Set-up process and SLA and billing mechanism
 - Manage to increase productivity by setting targets based on customers category
 - Improved conversation rate from 40% - 75% in 2 months
 - Managed to convert the business as the main revenue generator for Daythree
- Assigned to set up Healthcare, Self-service portal, and social media team

- Created a separate line of business based on the service required for each platform
- Awarded as Best Team Leader in contact center from Outsourcing Malaysia Excellence Awards 2017
- Promoted as an Assistant manager to manage Debts collection, Healthcare, and Self Service Portal team with 125 Headcount
- Involved in TNB COPC certification and implemented COPC best practices based on Table F throughout the organization.



Assistant Manager of Logistics GS Home shopping at Astro Malaysia Holdings Bhd, Kuala Lumpur

August 2014 — April 2016

Assistant Manager of Logistics GS Home shopping

Oct 2014 - Apr 2016

Assigned to support the logistics head in managing warehouse and logistics performance

Key Achievement :

- Introduced sample check upon receiving goods
- Improve TAT for inbound to inventory by removing the redundancy process
- Participated in all inventory stock count activities
- Identify cost wastage and implemented space optimization
- Improved the delivery SLA and reduce failed delivery parcels by 3PL
- Created a damaged return goods department and ensure all the damaged items were returned to the respective seller

Team Manager GS Home shopping

Aug 2014 - Oct 2014

Collaborate with multiple stakeholders from Malaysia and Korea to set up Go-shop contact center

Key Achievement :

- Support TA, infra, and finance team for the workforce and system readiness
- Created the process and scope of work to manage end-to-end calls
- Manage to complete the entire set-up before the soft launch date (tested to receive the first call by myself)
- Introduce the on-call sales team which 60% of service/inquiry calls converted to sales



Customer Service Team Manager at Lazada Malaysia, Kuala Lumpur

April 2012 — July 2014

Customer Service Team Manager

Jun 2013 - Jul 2014

Promoted as a team manager to manage the customer service team.

Responsible to prepare capacity planning, shuttle service arrangement, staff performance, and C-level escalations.

Create campaign management planning and requirement to support monthly and mega campaigns.

Develop staff engagement activities to increase staff morale and commitment level.

Logistic Return Department & Distribution Associate

Sep 2012 - Jun 2013

Perform quality checks for returned goods.

Ensure the return inventory movement smooth to minimize space optimization.

Schedule goods collection by respective vendors

Exposed to 5S and Kaizen methods

Customer Service Representative

Apr 2012 - Aug 2012

Handle customer inquiries pertaining to online purchases.

Provide excellent customer experience and after-sales service.

Ensure to obtain complete and relevant information.

Education

STPM (HS), SMK Muadzam Shah, Pahang

April 2006 — December 2007

Business Administrations

Economics

References

Zaina Haida (Senior Manager, People & Culture) from Daythree.co

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