



Ethan C.
CX Operations Manager & Strategist

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Profiles

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Education

Taylors University
Hotel Management

Languages

English

Native

Cantonese

Native

Mandarin

Intermediate

Bahasa

Intermediate

French

Beginner

Skills

Core Competencies

Strategic & Operational Skills

CX Leadership & Strategy, Omnichannel Mgmt, Operational Excellence, CX Tech Transformation, Hotel Reservation & Ticketing, Voice of Customer, Project Management, Crisis & Business Continuity, Reporting & Data Analysis, Quality & Compliance, BPO Mgmt, System Licensing, Budget Planning, WFM

Technical Proficiency

Tools & Platforms

Zendesk, Genesys Cloud, Salesforce, Cisco UCCX, Google Workspace, Apps Script, Looker Studio, Lark, Slack, Microsoft Teams, Zapier, Webhooks, REST API, Postman, SiteMinder, Opera PMS, SISTIC

Projects

Order Creation Automation
Ninja Van

Designed and developed a custom automation solution utilizing Google Sheets and Apps Script with REST API integration to validate addresses and phone numbers. This innovative solution successfully eliminated 90% of manual data entry work, significantly improving data accuracy and operational efficiency.

Zendesk Migration
Klook

Led a \$1.18 million platform migration project, successfully completing system configuration and launch in just three months across all channels (Voice, Email, Chat, Social Media). This initiative significantly enhanced system capabilities and improved agent efficiency.

Cost Optimization
Klook

Optimized phone line and software license usage by restructuring usage patterns and implementing monthly forecasting models, which enhanced budget control and reduced operational expenses.

Contact Center Centralization
Melco Crown

Consolidated contact center operations across multiple hotel properties, standardizing processes and procedures to streamline operations and reduce costs.

Multi-Hotel Pre-Opening
Melco Crown

Created a centralized knowledge base to boost operational efficiency and agent expertise, conducting training sessions that equipped team members to deliver exceptional service during the opening of new hotel properties

Experienced CX strategist committed to operational excellence and continuous improvement. By harnessing technology and automation, I streamline processes and enhance service delivery, ensuring a seamless customer journey and empowering support teams.

Experience

Ninja Van

Logistic

Shipper Support Manager (Full-Time)

Website

2024 - Mar 2025

Subang Jaya, Malaysia

- Lead daily support operations across chat, email, and voice, ensuring SLA consistency during peak demand through agile staffing and dynamic queue management.
- Introduce daily huddles and weekly performance reviews to enhance operational transparency, accountability, and facilitate rapid issue resolution.
- Establish robust cross-functional escalation pathways with Operations, Product, and Finance teams to accelerate resolutions for high-value shipper incidents.
- Update Standard Operating Procedures (SOPs) to streamline complex workflows and strengthen quality assurance (QA) frameworks, driving higher First Contact Resolution (FCR) and service consistency.
- Optimize IVR structures and routing logic to accurately capture customer intent and prioritize VIP segments, significantly reducing Average Speed of Answer (ASA).
- Deploy real-time Looker dashboards to replace manual reporting, enabling data-driven decision-making for effective backlog management and staffing.

Klook Travel

Fin Tech

CEG System Manager (Full-Time)

Website

2021 - 2022

Kuala Lumpur, Malaysia

- Design optimal routing logic across omnichannel touchpoints (chat, email, voice, social) to align agent skills and service level agreements (SLAs) with business tiers.
- Optimize workflow logic and knowledge base taxonomy to minimize ticket reopen rates and reduce resolution times.
- Manage strategic vendor relationships for telephony and customer experience (CX) platforms, implementing rigorous license tracking to optimize operational costs.
- Develop and monitor business continuity plans to ensure system resilience during technical outages.

Klook Travel

Fin Tech

CEG Operations Manager (Full-Time)

Website

2018 - 2020

Kuala Lumpur, Malaysia

- Manage hybrid operations involving in-house teams and outsourced BPO partners to ensure consistent service delivery and adherence to global standards.
- Lead the hiring and management of a workforce of over 100 agents, overseeing recruitment strategies, onboarding programs, and performance coaching.
- Utilize Weekly Business Review (WBR) insights to monitor BPO performance, ensuring compliance with the agreed-upon Service Level Agreements (SLAs).
- Drive Voice of Customer (VoC) initiatives to identify and address customer pain points in collaboration with stakeholders to improve Customer Satisfaction (CSAT) scores.

Melco Crown Ent.

Hotel & Casino

Service Quality Manager (Full-Time)

Website

2014 - 2017

Macau

- Lead the Service Quality division by developing a comprehensive QA framework that aligns with Forbes 5-Star Hotel standards.
- Direct regular coaching and calibration sessions to ensure agent consistency and elevate compliance scores.
- Conduct rigorous internal audits and mystery shopper simulations to identify service gaps and drive continuous improvement initiatives.
- Collaborate with Hotel Operations to align call center protocols with on-property guest experience standards.
- Lead initiatives aimed at optimizing the reservation journey to achieve higher conversion rates and reduce guest complaints.

Melco Crown Ent.

Hotel & Casino

Contact Centre Asst Manager (Full-Time)

Website

2009 - 2013

Macau

- Manage reservation and ticketing operations, ensuring accuracy in order entry into the system.
- Handle escalated complaints and issues, ensuring prompt and effective resolution.
- Collaborate closely with Revenue Management to enhance occupancy and conversion rates.
- Monitor VIP reservations, ensuring all requests, including limousine and other arrangements, are accurately fulfilled.

Shell Malaysia

Oil and Gas

Support Schedule Lead (Full-Time)

2007 - 2009

Kuala Lumpur, Malaysia

- Manage 24/7 workforce scheduling and ensured strict adherence to HSSE safety protocols.
- Handle urgent fuel delivery requests and ensure all gas stations are stocked.

Fifth Media

Support Executive (Full-Time)

2005 - 2007

Kuala Lumpur, Malaysia

- Delivered expert technical troubleshooting and conducted product demonstrations for potential investors.
- Helped build internal knowledge bases for both internal and external.

Genting Group

Team Leader (Full-Time)

2003 - 2005

Kuala Lumpur, Malaysia

- Supervise and coach a team of customer service agents to ensure performance aligns with established KPIs.
- Maintain a single-digit call abandonment rate by adjusting workforce allocation to effectively manage incoming call traffic.

Awards

Best Contact Centre Macau HKCCA	Melco Courage Melco Crown Ent	Forbes 5-Star (7Y) Forbes Travel Guide
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