

# Ethan C.

CX Management & Operations · Tech Implementation · Operational Excellence · Project Management

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## CAREER SUMMARY

CX strategist with 15+ years optimizing contact centers across hospitality and logistics. Proficient in SaaS (Zendesk, Genesys, CISCO UCCX, Microsoft). Proven success in process re-engineering, performance improvement, and system implementation. Multilingual with strong stakeholder management.

## AREAS OF EXPERTISE

- CX Leadership & Strategy
- Omnichannel Management
- Operational Excellence
- CX Tech Transformation
- Hotel Reservation & Ticketing
- Voice of Customer (VoC)
- Project & Stakeholder Management
- Crisis & Business Continuity
- Reporting & Data Analysis
- Quality & Compliance Governance
- Client Relationship Management

## TECHNICAL PROFICIENCY

- Zendesk Suite
- Genesys Cloud CX1
- Cisco Unified CCX
- Opera PMS, SiteMinder
- Google Workspace (Apps Script)
- Lark Suite
- Microsoft Teams

## LANGUAGES

- English, Cantonese: Native
- Mandarin, Bahasa: Intermediate
- French: Beginner

## PROFESSIONAL EXPERIENCE

### Ninja Van

Shipper Support Manager

2024 – Mar 2025

#### LEADERSHIP & OPERATIONS

- Led omnichannel support operations (chat, email, voice), maintaining SLAs during peaks via agile staffing and dynamic queue management.
- Introduced daily huddles and weekly reviews to drive transparency, accountability, and rapid issue resolution.
- Established cross-functional escalation pathways (Ops, Product, Finance) to accelerate high-value incident resolution.

#### PROCESS & QUALITY

- Updated SOPs to streamline workflows and strengthened QA frameworks to drive higher First Contact Resolution (FCR).
- Optimized IVR and routing logic to accurately capture intent and prioritize VIP segments, significantly reducing ASA.

#### ANALYTICS & REPORTING

- Deployed real-time Looker dashboards to replace manual reporting, enabling data-driven decisions for backlog and staffing.

### Klook Travel

2018 – 2022

CEG System Manager (2021 – 2022)

CEG Operations Manager (2018 – 2020)

#### OMNICHANNEL PLATFORM & ROUTING

- Designed intelligent omnichannel routing flows, aligning agent skills and SLAs with business tiers.
- Optimized workflow logic and knowledge base taxonomy to minimize ticket bounces and unnecessary transfers.

#### TEAM & OPERATIONS

- Managed hybrid operations (in-house & BPO), ensuring consistent service delivery and global standard adherence.
- Led talent management for 100+ agents, overseeing hiring, mentorship, and performance coaching.
- Established service governance utilizing WBR data to drive hiring strategy, coaching focus, and system enhancements.
- Managed response protocols during peak travel seasons to keep response times stable.

#### VENDOR & STABILITY

- Managed strategic vendor relationships for telephony/CX platforms, implementing license tracking to optimize costs.
- Built comprehensive monitoring alerts and business continuity plans to ensure resilience during outages.

## PROJECT HIGHLIGHTS

### Ninja Van — Order Creation

**Automation:** Developed a custom automation solution using Google Sheets and Apps Script with REST API integration to validate addresses and phone numbers, eliminating 90% of manual data entry work.

**Klook — Zendesk Migration:** Led a US\$1.18M company-wide platform migration project, delivering complete system configuration and deployment in just 3 months.

### Klook — Cost Optimization:

Audited telephony systems and software licenses, then restructured usage patterns and implemented monthly forecasting models to strengthen budget control and reduce operational expenses.

**Klook — AHT Reduction:** Lowered AHT via macros, routing improvements, and structured backlog drives.

### Melco — Contact Center Centralization:

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

### Melco — Multi-Hotel Pre-Opening:

Developed a centralized knowledge repository and delivered comprehensive product training across multiple new hotel property openings.

## AWARDS & RECOGNITION

- HKCCA — Best Call Centre Award (Silver)
- FORBES 5 Star — 6 years
- Melco Courage Award

## EDUCATION

### Taylor's School of Hospitality & Tourism

Diploma in Hotel Management

## ADDITIONAL EXPERIENCE

### Melco Crown Entertainment

2009 – 2017

Service Quality Manager (2014 – 2017)

Contact Centre Assistant Manager (2009 – 2013)

#### SERVICE QUALITY

- Led the Service Quality division, developing a comprehensive QA framework aligned with Forbes 5-Star Hotel Standards.
- Organized coaching sessions and reporting cadence to lift consistency and compliance across teams.

#### CONTACT CENTRE OPERATIONS

- Managed guest support, reservations, and ticketing; optimized workflows and resources to meet SLA.
- Partnered with Revenue Management on standardized selling strategies and yield opportunities.

### Shell Malaysia

2007 – 2009

Support Schedule Lead

- Handled 24/7 scheduling aligned with HSSE protocols and SLAs; made real-time adjustments to maintain coverage.
- Mentored schedulers; ensured critical supplies and tooling readiness.

### Fifth Media

2005 – 2007

Support Executive

- Conducted product demos to prospective investors; supported post-sales troubleshooting.
- Developed internal and customer-facing knowledge repositories.

### Genting Group

2003 – 2005

Team Leader

- Oversaw daily call-center operations and workforce allocation; maintained low abandonment rates.
- Ran weekly call monitoring and targeted coaching to improve quality and productivity.

