

# Ethan C.

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

+60 11 1012 6889    gmeal6889@gmail.com    linkedin.com/in/echia6889    echia.xyz

## CAREER SUMMARY

A seasoned CX strategist with a strong background in customer support and operations management. Leverages technology, automation, and operational excellence to enhance both customer and agent experiences.

## 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
- Service Quality and Compliance
- BPO 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** 2024 – Mar 2025  
Shipper Support Manager

### LEADERSHIP & OPERATIONS

- Manage omnichannel support operations (chat, email, voice), maintaining SLAs during peaks via agile staffing and dynamic queue management.
- Established robust cross-functional escalation pathways with Operations, Product, and Finance to accelerate resolution for high-value shipper incidents.

### PROCESS & QUALITY

- Streamline complex workflows and strengthened QA frameworks to drive higher First Contact Resolution (FCR) and service consistency.
- Optimized IVR structures and routing logic to accurately capture intent and prioritize VIP segments, significantly reducing Average Speed of Answer (ASA).

### ANALYTICS & REPORTING

- Developed real-time dashboards to replace manual reporting, enabling quick and informed decisions regarding workloads and staffing.

**Klook Travel** 2018 – 2022  
CEG System Manager (2021 – 2022)  
CEG Operations Manager (2018 – 2020)

### OMNICHANNEL PLATFORM & ROUTING

- Designed optimal routing logic across omnichannel touchpoints (chat, email, voice, social), aligning agent skills and SLAs with business tiers.
- Optimized workflow logic and knowledge base taxonomy to minimize ticket reopen rate and shorter resolution time.

### TEAM & OPERATIONS

- Managed hybrid operations across in-house teams and outsourced BPO partners, ensuring consistent service delivery and adherence to global standards.
- Led and hired a 100+ agent workforce, overseeing hiring strategies, onboarding programs, and performance coaching.
- Leverage data to drive strategic decision-making and enhance customer satisfaction by transforming insights into actionable strategies
- Championed Voice of Customer (VoC) initiatives to identify and address customer pain points, collaborating with stakeholders to enhance customer satisfaction (CSAT).

### VENDOR & STABILITY

- Managed strategic vendor relationships for telephony/CX platforms, implementing license tracking to optimize costs.
- Built and monitored business continuity plans to ensure system resilience during technical outages.
- Negotiated contracts with key technology vendors, resulting in a 15% cost reduction while maintaining service quality.

## PROJECT HIGHLIGHTS

### Ninja Van — Order Creation

**Automation:** Created a custom solution using Google Sheets and Apps Script to validate addresses, reducing 90% of manual data entry and improving order accuracy.

**Klook — Zendesk Migration:** Led a \$1.18 million platform migration, completing configuration and launch in just three months, enhancing system capabilities and agent efficiency.

### Klook — Cost Optimization:

Reviewed telephony systems and software licenses, adjusting usage and setting up monthly forecasts, resulting in a 15% reduction in operational costs.

**Klook — AHT Reduction:** Reduced Average Handle Time by 20% through straightforward changes such as macros, improved routing, and enhanced knowledge base access.

### Melco — Contact Center

**Centralization:** Unified contact center operations for multiple hotels, standardizing processes to save cost and resources, improving overall service consistency.

### Melco — Multi-Hotel Pre-Opening:

Established a centralized knowledge base and delivered comprehensive training for new hotel openings, ensuring seamless service launch.

## 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 team, creating a framework that aligned with Forbes 5-Star Hotel Standards.
- Organized coaching sessions to enhance consistency and compliance among teams.
- Directed regular coaching and calibration sessions to drive agent consistency and elevate compliance scores.
- Conduct internal audits and mystery shopper simulations to identify service gaps and drive continuous improvement.
- Worked closely with Hotel Ops to align call center SOP with front office guest experience standards.

#### CONTACT CENTRE OPERATIONS

- Manage reservation and ticketing operation, ensuring orders were accurately entered into the system.
- Handle escalated complaints and issues, ensuring prompt resolution.
- Work closely with revenue management to boost occupancy and conversion rates.
- Monitored VIP reservations and ensuring they were handled promptly and courteously.

### Shell Malaysia

2007 – 2009

Support Schedule Lead

- Managed 24/7 scheduling while adhering to protocols and agreements; made real-time adjustments to ensure proper coverage.
- Handled urgent fuel delivery requests and ensured gas stations maintained adequate stock.

### Fifth Media

2005 – 2007

Support Executive

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

### Genting Group

2003 – 2005

Team Leader

- Supervised daily contact center operations, ensuring call answer rate met with department SLAs.
- Manage a team of 06 reservation agents
- Conduct weekly call monitoring and coaching sessions to drive agent performance and compliance.

