



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 built a custom automation solution using Google Sheets, Apps Script, and REST API integrations to address delays and errors caused by manual address and phone verification. The solution validated inputs automatically and streamlined order creation workflows, resulting in a 90% reduction in manual data entry, improved data accuracy, and increased operational efficiency across shipper support operations.

Zendesk Migration

Klook

Led a US\$1.18M migration from fragmented legacy CX systems to Zendesk, completing configuration and deployment across voice, email, chat, and social channels within a three-month timeline. The initiative delivered unified reporting, enhanced routing capabilities, and measurable improvements in agent productivity while reducing system complexity and long-term maintenance costs.

Cost Optimization

Klook

Addressed rising operational costs driven by unchecked software licenses and inefficient telephony usage by restructuring license allocation and phone line utilization using monthly forecasting models. The initiative resulted in tighter budget control, improved forecast accuracy, and a significant reduction in ongoing operational expenses.

Contact Center Centralization

Melco Crown

Project member on centralization of contact center operations across five hotel properties to address inconsistent service delivery and high operating costs. Standardized workflows, governance models, and SOPs, resulting in reduced operating expenses while maintaining consistent service quality across all properties.

Multi-Hotel Pre-Opening

Melco Crown

Build a centralized knowledge base and delivered structured training programs to support the pre-opening of multiple hotel properties. The initiative enabled Day-0 operational readiness and ensured agents consistently met Forbes 5-Star service standards from launch across all new properties.

CX Operations leader with 15+ years across hospitality, travel tech, logistics, and contact centers. Proven track record leading 100+ agent operations, delivering \$1.18M platform migrations, and eliminating up to 90% of manual workflows through automation. Specializes in scaling CX systems, optimizing cost structures, and driving measurable service performance improvements.

Experience

Ninja Van

Logistic
Shipper Support Manager (Full-Time)
Website

2024 – Mar 2025

Subang Jaya, Malaysia

- Led daily omnichannel support operations (chat, email, voice), maintaining SLA performance during peak demand through dynamic staffing and queue management
- Introduced daily operational huddles and weekly performance reviews, improving transparency, accountability, and issue resolution speed
- Established cross-functional escalation pathways with Operations, Product, and Finance teams to accelerate resolution of high-value shipper incidents
- Revamped SOPs and QA frameworks, improving First Contact Resolution (FCR) and service consistency across complex workflows
- Optimized IVR structures and routing logic to capture customer intent accurately and reduce Average Speed of Answer (ASA) for priority segments
- Deployed real-time Looker dashboards, replacing manual reporting and enabling data-driven backlog and staffing decisions

Klook Travel

Fin Tech
CEG System Manager (Full-Time)
Website

2020 – 2022

Kuala Lumpur, Malaysia

- Led end-to-end migration from fragmented legacy systems to Zendesk, completing configuration and launch across voice, email, chat, and social channels
- Designed omnichannel routing logic aligning agent skills with SLA tiers and customer segments
- Optimized workflow logic and knowledge base taxonomy, reducing ticket reopen rates and improving resolution efficiency
- Managed strategic vendor relationships for CX platforms and telephony, implementing license tracking and cost controls
- Developed and maintained business continuity plans to ensure system resilience during outages and high-risk events

Klook Travel

Fin Tech
CEG Operations Manager (Full-Time)
Website

2018 – 2019

Kuala Lumpur, Malaysia

- Managed hybrid support operations involving internal teams and outsourced BPO partners, ensuring consistent service delivery against global standards
- Led recruitment, onboarding, training, and performance management for a workforce of over 100 agents
- Drove SLA compliance and operational performance through Weekly Business Reviews (WBRs) and structured governance
- Led Voice of Customer (VoC) initiatives to identify systemic pain points and collaborated with stakeholders to improve CSAT and reduce repeat contacts

Melco Crown Ent.

Hotel & Casino
Service Quality Manager (Full-Time)
Website

2014 – 2017

Macau

- Led the Service Quality division, developing and governing QA frameworks aligned with Forbes 5-Star Hotel standards
- Directed coaching, calibration, and quality improvement programs to ensure agent consistency and compliance
- Conducted internal audits and mystery shopper simulations to identify service gaps and drive continuous improvement
- Collaborated with Hotel Operations and Reservations teams to align contact center protocols with on-property guest experience standards
- Optimized the end-to-end reservation journey, improving conversion rates and reducing guest complaints

Melco Crown Ent.

Hotel & Casino
Contact Centre Asst Manager (Full-Time)
Website

2009 – 2013

Macau

- Managed reservation and ticketing operations, ensuring accuracy in order entry and fulfillment
- Handled escalated guest complaints and service issues, delivering timely and effective resolutions
- Collaborated closely with Revenue Management to optimize occupancy, yield, and conversion rates
- Monitored VIP reservations, ensuring all special requests—including transportation and amenities—were fulfilled accurately

Shell Malaysia

Oil and Gas
Support Schedule Lead (Full-Time)

2007 – 2009

Kuala Lumpur, Malaysia

- Managed 24/7 workforce scheduling with strict adherence to HSSE (Health, Safety, Security, Environment) requirements
- Handled urgent fuel delivery coordination, ensuring uninterrupted supply across service stations
- Balanced staffing demand with operational constraints to maintain service continuity

Fifth Media

Support Executive (Full-Time)

2005 – 2007

Kuala Lumpur, Malaysia

- Delivered technical troubleshooting and product demonstrations for enterprise clients and potential investors
- Built and maintained internal and external-facing knowledge bases to support technical operations and customer enablement

Genting Group

Team Leader (Full-Time)

2003 – 2005

Kuala Lumpur, Malaysia

- Supervised and coached a team of customer service agents, ensuring performance aligned with KPIs
- Maintained single-digit call abandonment rates by dynamically adjusting workforce allocation to manage call volume

Awards

Best Contact Centre Macau

HKCCA

Melco Courage

Melco Crown Ent

Forbes 5-Star (7Y)

Forbes Travel Guide