

# Anna Bell

PUCHONG MALAYSIA

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EDUCATION: Bachelor's Degree in Accounting, Gombak, Malaysia

## WORK & LEADERSHIP EXPERIENCE

### ACHIEVEMENT:

- Assisted Operational Manager and achieved a remarkable increase in KL site SPS from 65% to 78% within 3 months through the implementation of SME's Initiative Framework.
- Mentored specialists to enhance their KPIs, resulting in successful removal from the Performance Improvement Plan (PIP) list.
- Developed Chat Evaluation document initiative, providing a comprehensive guide for specialist reference and optimizing chat handling methods.

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TEAM LEADER INTERIM FOR SUBJECT MATTER EXPERT (SME) TEAM

Subang Jaya,  
Jan.2024 - Present

- Mentorship and Guidance:**
  - Provide weekly mentorship to enhance SMEs' coaching skills for effective hybrid coaching.
- Training and Development**
  - Designed and delivered training programs to improve specialist performance metrics contributing to 40% increase in Csat accumulation.
- Process Improvement and Analysis**
  - Led Root Cause Analysis (RCA) initiatives to enhance SMEs' performance and achieve quality objectives.
- Reporting and Analysis:**
  - Prepared and delivered comprehensive reports on the impact of SME action plans on site performance to senior management, informing strategic decision-making processes

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TEAM LEADER INTERIM

Subang Jaya,  
Jan.2023 - Dec.2023

- Leadership and Coordination:**
  - Managed a team of 10-12 specialists, ensuring smooth resolution to customer enquiries
- Coaching and Mentorship:**
  - Delivered targeted coaching sessions to specialists, ensuring high-quality performance and fostering skill development.
- Performance Management:**
  - Conducted performance review processes, established individual and team goals, and executed development plans to drive departmental success.
- Process Improvement:**
  - Identified improvement opportunities and implemented best practices, resulting in a 45% reduction in specialists placed on Performance Improvement Plans (PIPs).

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SUBJECT MATTER EXPERT (SME) [APAC]

Subang Jaya,  
Sep.2022 - Jan.2023

- Specialist Advocacy:**
  - Serving as the primary point of contact for specialists' live assistance during on-floor production, fostering team cohesion and optimizing operational efficiency.
- Metrics and Evaluation**
  - Monitoring specialist progress and performance through metrics via data to identify areas of improvement and adjust strategies accordingly.
- Cross-Collaboration and Performance Analysis:**
  - Collaborate with supervisors to identify and address factors impacting specialist performance, resulting in improved performance metrics.
- Delivering Training Program**
  - Conducted targeted refresher training sessions for existing specialists, aligning content with current KPIs and industry trends. Emphasized techniques, product knowledge, and soft skills development to enhance team performance and adaptability.

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CUSTOMER ASSOCIATE EXPERIENCE II / CUSTOMER EXPERIENCE ASSOCIATE

Subang Jaya, Kota Damansara,  
Feb. 2022 - Sep.2022 Jan. 2021 - Feb.2022

- High-Volume Chat Management:**
  - Efficiently managed high-volume chats, consistently meeting Key Performance Indicators (KPIs).
- Operational Coordination:**
  - Developed step-by-step action plans for passenger requests, reducing resolution time by 50%.
- Workflow Optimization:**
  - Implemented creative problem-solving techniques and updated workflows, leading to a 40% decrease in customer complaints.
- Ownership and Efficiency:**
  - Demonstrated ownership of customer issues and concerns, resulting in a 45% improved time efficiency.

### ADDITIONAL SKILLS

- Citrix Workspace
- Data Entry & Documentation (Excel, Word, Powerpoint, Sharepoint),
- Metrics & Documentation Analysis
- Mentoring and Coaching
- Team Coordination
- Knowledge Improvement Strategies
- Creative Problem-Solving
- Operational Coordination