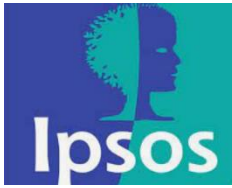


Resume

WISSAWIN SOMSKUL

WORK EXPERIENCES



IPSOS (Thailand)

Position: Senior CX Research Manager

Duration: February 1, 2023 – Current

Responsibilities:

- Team management customer experience Banking & Financial industry (Report analysis: T-NPS, OSAT, SQ, Text Analytic, Response rate)
- Design survey questionnaire set / service quality questionnaires.
- IT evaluation service resource, timeline, design/implement, technical improvement survey platform, dashboard
- Service improvement / customer journey improvement advisory.



Generali Life Assurance (Thailand)Plc

Position: Senior Manager – Customer Experience Strategist

Duration: July 25, 2022 – January 15, 2023

Responsibilities:

- Identify, understand, and translate customer relationship survey (NPS-Medallia, Qualtrics) into business needs / ongoing roadmaps.

- Interpret ongoing customer sentiment/ customer journey to identify pain-points, impact of changes in various channels (i.e. BANCA,Agency,Group B2B,Direct Online MKT).
- Align with regional studies on brand health, customer engagement trends, and market performance.
- Deepen understanding & advising appropriate methodologies to implement customer touchpoints i.e. purchase-claim-renewal-enquiry(cc).
- Provides customer insights support to in-house marketing, application enhancement, and service design.
- Drive development of customer engagement campaigns in order to enhance customer loyalty.
- Effective communication of digital tools to promote customer privilege program and value-added services.



CENTRAL FOOD RETAILS CO, LTD– TOPS ONLINE SUPERMARKET

Position: Online Customer Experience Manager

Duration: April 1, 2021 – July 22, 2022

Responsibilities:

- Develop quantitative and qualitative insight to identify customer experience improvement opportunities and problem areas i.e. NPS survey, Customer Journey Persona.
- Analyze the data to list the pain point of customer in term of online experience, whole customer journey and evaluate UX effectiveness.
- Monitor performance initiatives and provides status reports and suggest

tactical approach/improve service design process with relevant stakeholders.

- Build storyboard/action plan for end-to-end service design to improve customer satisfaction.

- Working with Product IT & UX/ UI team to help identify, design, and implement to apply UX best practices to mobile product development & a best-in-class experience to customers.

- Assess operational effectiveness and provide ongoing feedback to 3PLs, and coordinate with CS team to ensure the service touchpoints are mapped, aligned and documented.

- Responsible for the day-to-day, hands-on execution of various market research projects. This includes ownership of the setup, monitoring, and reporting for projects assigned; and interpreting results into action plans, in collaboration with the rest of the marketing team players.



Position: Marketing Manager: CRM & CE Management

Duration: September 16, 2020 – March 31, 2021

Responsibilities:

- Develop customer journey and CRM strategy to gain customer engagement.

- Partnership Marketing finding privileges to serve point redemption and loyalty program.

- Drive customer centric initiative, implementation and execution leveraging digital and social tools throughout customer journey.

- Customer Life Time value up-lift program cross sales & up sales for repeat purchase promotion and campaign.

-Monitor/ensure relationship with existing customer through marketing technic that will engaging customer. (NPS score& Churn prevention)



THAI LION MENTARY CO.LTD (THAI LION AIR)

Position: First Officer, Boeing 737 800-900

Duration: June 2019 – 17 April 2020

Responsibilities:

- Maintaining a high standard of pilot discipline.
- Complying with the standard operating procedure.
- Ensuring the fleet operations are conducted in accordance with both international & domestic air safety regulations.
- Being responsible not to exceed first officer limitation.

Reason for leaving: **Laid-off**



ADVANCED INFO SERVICE PCL

Position: Marketing Specialist: Corporate Customer Relationship Management

Duration: May 2011 – 18 August 2018

Responsibilities:

- Customer segmentation criteria for corporate customer
- Customer engagement / customer profile acquisition.
- CRM data analysis of customer survey index :
Customer Experience monthly report
- Business Development in jointed marketing campaign
(B2B&B2C)
- Education program for AIS startup & SME

Reason for leaving **find a new challenge**



BANGKOK AIRWAYS PCL

Position: Senior Partnership Marketing

Duration: January 2010 – May 2011

Responsibilities:

- Negotiation on any possible marketing campaign with Business partner.
- Increase any ancillary business program & profit rather than core product.
- Finding partner to join the loyalty program & point exchange.

Reason for leaving: **Received offer from AIS to start CRM unit.**

Position: Senior Pricing Analysis

Duration: January 2008 – December 2009

Responsibilities:

- Working with sales team & networking to figure a price diversity in a different market segment.
- Analyze fare through global distribution partner & website fare system.

EDUCATION



Eastern Michigan University, USA

Degree Awarded : **Master Degree - International Trade and Economic Development(2006) Economic Department Program, GPA 3.54**

Rangsit University, THAILAND

Degree Awarded: **Bachelor Degree - Business Administration in Marketing**
(2001) Business Department Program , GPA 2.55

PERSONAL INFORMATION



- Sex : Male (Height: 184, Weight: 79)
- Age : 42
- Nationality : Thai
- Religion : Buddhism
- Status : Single
- Hobbies : Football, Running
- Address : 1/14 M.8 Bangtalard, Pakked, Nontaburi 11120
- Cell Phone : **084-766-7744**
- Email : WISSWIN@HOTMAIL.COM