
CURRICULUM VITAE

PERSONAL PARTICULARS

Name : Shanthi Samy
Address : 36-00-03 Tricourt, Taman Sri Sentosa. 58200 Kuala Lumpur
Tel No : 016-6157403
Email : shanthi.samy@gmail.com
Nationality : Malaysian
Marital Status : Married
Hobbies : Reading, Travelling, Music, dancing-classical dance.
Sports : Badminton, jogging
Transport : Yes

EDUCATION AND PROFESSIONAL QUALIFICATIONS

Certified Trainer by HRDF – Completed October 2013
Pusat Sumber Manusia Berhad (PSMB)

Diploma in Early Childhood

Diploma in Public Relation and Marketing

University of Cambridge – International Examination – Ordinary Level
English Language

YMCA – Certificate of Completion - Mandarin for beginners – Level 1

OTHER ACTIVITIES & TRAININGS CERTIFICATION

- Certificate in C-Gates Project Management
- Certified Professional of Document Control System
- Certified Preschool Principal
- Certificate in Destination Service Excellence
- Certificate in the Inner side of Effective people

PROJECTS/COURSES ATTENDED

- Attended the International Conference of Early Childhood
- Largest Chain of Child Enrichment Centres – Listed in the Malaysia Book Of Records
- Complaint Management System
- Team Development Project
- Telephone Techniques
- Team Development Project
- Grooming for front-liners and corporate
- Dealing with Angry Customers
- Inhouse training for front liners
- Recruitment training
- MASW World Conference

LANGUAGE PROFICIENCY

I am both fluent in English Language and Bahasa Malaysia and also possess proficient writing skills in both languages with a speaking knowledge of Malayalam & Tamil.

COMPUTER LITERATE

- Microsoft Office 2007
 - Advanced Microsoft Excel
 - Email & Internet
 - Power-point
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CAREER SYNOPSIS

- To secure a role that allows me to enrich my skills and knowledge and to make use of the opportunities for my professional growth and personal development.
- With many years of working experience in administration, branch supervisor, Training and Management, I have been exposed to a wide spectrum of functions which includes customer service, handling complaints, managing accounts, payroll, restructuring of compensation policy to ensure organisation financial stability and people skills. These opportunities have enhanced my competency and attitude to be an individual who is productive, efficient , effective and result oriented in the Management Skills.
- Achieved High Standard of Customer Satisfaction thru going beyond customer expectation. Provide training and development to employees for the organisation future growth through display management, customer relation management and public relations.

PERSONAL TRAITS

- My individual characteristic of being proactive coupled with excellent communication skills and a Professional demeanour gained through extensive interaction with the public and leadership roles in company's activities.
- Good PR ethics have groomed me to be an outgoing person who enjoys communicating with people of all levels, travelling and assisting people with their needs.
- Believe in completing each job accurately and 'first time right' and in meeting deadlines. I am able to work independently with minimal supervision and also enjoy working together as part of a team.
- I further wish to reiterate that my qualities of self-motivation, time management and personal integrity will enable me to make a major contribution in your organization.
- My contemporaries describe me as a person who is confident, trustworthy, honest, reliable, ambitious, intelligent, fast and avid learner, caring, diligent, consistent work ethic, hardworking and helpful. One who is able to interact and work well with people of all levels. I am a team player, high achiever and highly motivated person.
- I am willing to travel if my job requires me to do so.

REFERENCE

1) Prema Latha
HR Consultant
H/P: 019-3388494

2) Chithera Batubanaban
Quality Manager
H/P: 019 - 3106098

CAREER HISTORY

Avin Solution Sdn Bhd – Training Provider

FREELANCE TRAINER

March 2012 – current

With more than 12 years of experience in the field of Training and Education both academic and non- academic. I am a certified Trainer who has been actively involved in Soft Skills Training. I am able to adapt my teachings according to industry and field based on subject matter with relevant examples and case studies.

- Areas of Expertise : Hospitality, Customer Service, Grooming and Teaching English

JOB SCOPE

- 1) **Identify “ Core Competencies” of workforce.**
 - Identify “Core Competencies” of workforce with training Director.
 - Deploy competency mapping in the company.
- 2) **Knowledge Management**
 - Keeping training materials up to date.
 - Using IT to produce training materials and manuals.
 - Management of all training materials of company
- 3) **Training Needs**
 - Identifying training and development needs within an organization.
- 4) **Design and Develop training Programs**
 - Designing and developing training and development programs based on both the organization and the individual’s needs
- 5) **Implement training programs**
 - Ensuring that statutory training requirements are met.
 - Planning the training title.
 - Make training plan monthly, quarterly.
 - Amending and revising programs as necessary, in order to adapt to the changes that occur in the work environment.
 - Organize training plan approved.
- 6) **Appraisal of training effectiveness**
 - Evaluating training and development programs.
- 7) **Training Budget**
 - Considering the costs of planned programs and keeping within budgets.
 - Assessing the return of investment (ROI) of any program is becoming increasingly important.
- 8) **As a Freelancer I work together as a team to promote our programs to organizations.**

• SKILLS

I am an effective communicator, patient and have the ability to convey a message to a classroom in such a way that everyone understands the material. I am highly organized, have superior writing skills and versatile and flexible based on the schedules and special needs of the trainees. I have good leadership qualities to handle those in class. As a Trainer I am consistent because each training class must follow the exact same procedures in the duties when they are complete with their training. Finally, I am a very perceptive in knowing which training methods are working and which ones are not based on the results of the trainees as they are tested or when they complete training.

List of Training Conducted

1. Customer Service Training – Basic & Intermediate based on job scopes as Customer Service Officer, front liners etc.- Celcom (M) Sdn Bhd
2. Leadership skills - Youth and children programme
3. Telephone ethics, telecommunication skills and telephone techniques – Salam Specialist Centre Seremban and Salam Specialist Centre Shah Alam, Celcom (M) Sdn Bhd, Telekom
4. Presentation and Interpersonal Communication Skills for youth and children
5. Public Speaking for youth and children
6. Managing the time table for youth and children
7. Grooming and Hygiene for Hospitals

CELCOM(M) SDN BHD – VARIOUS DEPARTMENTS IN CUSTOMER SERVICE Telecommunication Industry

1) DATA MANAGEMENT - ASSISTANT MANAGER

2008 – 2012 (3 years)

Job Scope:

- Involve in market analysis, study for new product launched and existing products launched.
- Actively involve in ACeS satellite and International Direct Dialling Project.
- Responsible in launching of BUDGET IDD, and Migration of ACeS satellite from ATUR to GSM
- Monitor the performance of all the international products and services and related to marketing activities and diagnose causes for interruption in daily congestions.
- To study, identify and obtain data related to marketing activities/ revenue leakages/ collection and to support development of effective marketing activities and improvement of related processes.
- To study, identify and prepare Improvement Related Concept Papers or recommendation documentation for any improvement of promotional and marketing activities / processes and procedures or enhancement of the International Products and services in order to identify further the customers' needs and opportunity that can capitalize on.
- To produce reports on customers' behaviours / trends in using international products / services.

2) PROCESS AND INFORMATION SPECIALIST, CORPORATE DEPARTMENT

2006 – 2008 (2 years)

Job Scope:

- To study, identify and prepare improvement related concept papers or recommendation documentation for any improvement process and procedures or enhancement of the Corporate Department.
- Responsible for the necessary assistance, support, knowledge and skills which need to be applied in maintaining the corporate customers nationwide.
- Responsible in conducting training for Corporate Department staffs nationwide on ICCS and CRM system.
- Responsible in ensuring a smooth flow of registration at all Corporate Department nationwide.
- Have a good rapport with all the corporate customers nationwide
- Responsible in giving souvenirs and arranging events for corporate customers
- To do audit of all the corporate department nationwide every quarterly

- Was a Project Coordinator for introducing of new system in Corporate Department - Intergrated Customer Care System (ICCS) and Customer Relation Management(CRM) for easy tracking of customer complain.
- To study and initiative to improve the collection performance for Corporate Customers.

Achievements : Awarded certificate of Team Excellence in successful Project in Team Development.

**3) CREDIT MANAGEMENT ASSISTANT MANAGER – REVENUE ASSURANCE
DEPARTMENT
March 2003 – 2006 (3 years)**

Job Scope:

- Review the company credit control procedure and develop and implement enhancements where required.
- To manage the outstanding sales balances falling due and contact customers before the balances become overdue to confirm payments.
- Set and monitor credit limits.
- Assist in developing and implementing a Direct Debit payment system.
- Where required initiate proceedings to ensure outstanding debts are brought to a satisfactory conclusion.
- To keep the company up to date with new credit management procedures and techniques.
- Establishes and maintains profitable and productive relationships with corporate clients.
- Prepare Standard Operating Procedures (SOPP)
- Compile and analyse financial information to prepare financial statements including monthly and annual accounts.
- Ensure financial records are maintained in compliance with accepted policies and procedures. Ensure all financial reporting deadlines are met
- Prepare all financial management reports
- Ensure accurate and timely monthly, quarterly and year end close.
- Implemented customer service refund processes resulting in higher ARPU.
- Establish and monitor the implementation and maintenance of credit control managing a group of credit management staffs
- Responsible and to ensure that all necessary assistance, support, knowledge and skills are applied in performing daily functions such as collection and monitoring the overall customers.
- Responsible in maintaining a good relationship / good rapport with the customers
- Responsible in solving customer's credit issues and negotiating to them to make payment.
- Ensure customer satisfaction and solve all their credit issues in the best way so that both parties are in the win-win situation.
- Was selected to set up a Credit Management Team in TTDI Branch.
- Handle in house training for the staffs. List of trainings conducted:-
 - Product training- Aces Satellite
 - Credit Management – How to reduce bad debts
 - Training on SOPP

Achievements: Celcom (M) Sdn Bhd (Credit Management)

- Manage to reduce the 30% of the bad debts
- Handle in house training for the staffs
- Implemented customer service refund processes resulting in higher ARPU.
- Initiated and executed processes for customer – CRM
- Able to set up a credit management team in a branch and executed and implemented processes at the branch.

4) CUSTOMER SERVICE- ASSISTANT MANAGER March 1998 till March 2003(5 years)

Job Scope :

- Deal directly with customers either by telephone, electronically or face to face
- Respond promptly to customer inquiries
- Handle and resolve customer complaints
- Obtain and evaluate all relevant information to handle inquiries and complaints
- Perform customer verifications
- Process orders, forms, application and requests
- Direct requests and unresolved issues to the designated resource
- Manage customer's accounts
- Keep records of customer's interactions and transactions
- Record details of inquiries, comments and complaints
- Record details of actions taken
- Manage administration
- Communicate and coordinate with internal departments
- Follow up on customer interactions
- Conduct In house training for front liners. List of training conducted:-
 1. Grooming
 2. How to handle angry customers
 3. Telephone Techniques
 4. Product training
 5. Team Player
 6. Communication Skills

5) EXECUTIVE CUSTOMER SERVICE March 1994 – March 1998 (4 years)

Job Scope:

- Team Leader for the customer service group.
- Perform customer verification
- Process orders, forms, application and requests.
- Responsible in handling walk in and via phone customers.
- Handle enquiries , payment
- Manage customer's account
- Communicate and coordinate with the internal departments
- Follow up on customer interactions.
- Manage administrations
- Promote the product.
- Up to date with product knowledge.

Achievement: Celcom (M) Sdn Bhd (Customer Service)

- Was awarded the **BEST EMPLOYEE OF THE YEAR** for continues 2 years(1995&1996)

MALAYSIAN AIRLINE SYSTEM – Airline Industry
ACCOUNTS EXECUTIVE

1990 – 1994 (4years)

Job Scope:

- Establish and maintain profitable and productive relationship with corporate clients.
- Strengthens relationship with the travel decision makers of corporate clients.
- Provides the corporate sales manager with weekly sales calls reports for the previous week and plans for the coming one.
- Develop new accounts, implements sales strategies and ensures complete client satisfaction.
- Prepare Standard Operating Procedures (SOPP) .
- Compile and analyse financial information to prepare financial statements including monthly and annual accounts.
- Ensure financial records are maintained in compliance with accepted policies and procedures.
- Ensure all financial reporting deadlines are met.
- Prepare financial management reports.
- Ensure accurate and timely monthly, quarterly and year end close.
- Establish and monitor the implementation and maintenance of accounting control procedures.
- Resolve accounting discrepancies and irregularities.
- Continuous management and support of budget and forecast activities.
- Develop and maintain financial data bases.
- Financial audit preparation and coordinate the audit process.
- Selected to do the LCCI certificate course offered by the company as a token of recognition..
- Resolve accounting discrepancies and irregularities.

Achievement:

- As a token of appreciation due to dedication and hardwork - was selected to do the LCCI certificate course.
- Certificate of achievement – The Inner – side of Effective People
- Certificate of Accomplishment – Service Excellence
- Sijil Penghargaan – Sijil Penyertaan Kumpulan Bengkel Mutu Kerja