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| Mingtao Zhang | 5 Bleakridge Avenue  Newcastle-under-lyme  07788320592  leonmyhero@hotmail.com |
| Dear Hiring Manager,    I am excited to apply for the Quality Assurance Deputy Manager position. With over a decade of leadership experience at bet365, I specialize in using data analysis to uncover service gaps, drive operational improvements, and lead projects that enhance service standards and team performance.    In my current role as Customer Service Deputy Manager, I have consistently used data-driven insights to identify quality challenges and implement scalable solutions. I built dynamic KPI dashboards and contact analysis tools to uncover performance trends, developed evaluation frameworks for supervisors and team leaders, and supported the Senior Manager in rolling out a department-wide Service Improvement Strategy. My proactive use of data not only improved service consistency but also strengthened coaching effectiveness and operational agility.    Data analysis has also been at the heart of major projects I led. When I identified inefficiencies with a new deposit method, I conducted an in-depth analysis of trace patterns, engaged with external providers, and implemented an updated customer trace policy — significantly reducing complaints and unnecessary contacts. Similarly, I transformed the Asian Knowledgebase by evaluating article relevance, restructuring over 500 articles, and standardizing operational documentation, directly improving agent efficiency and training effectiveness.    I am passionate about applying data insights to quality assurance strategies, root cause analysis, and continuous improvement initiatives. Joining the Quality Assurance leadership team would allow me to continue leveraging these strengths to deliver measurable operational excellence and enhance the customer experience globally.    Thank you for considering my application. I would be excited to discuss how my background, analytical expertise, and project leadership align with your goals for this role.  Sincerely,  Best regards,  Mingtao Zhang | 27/04/2025  Job Reference:  DESQLS0225BW |