|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | |  | 07788320592 | leonmyhero@hotmail.com | 5 Bleakridge Avenue, ST5 8SL |
| mingtao zhang | |  | summary | | |
| Results-driven quality assurance and operations leader with over a decade of success at bet365. Expert at using data analysis to uncover service gaps, lead complex projects, and implement scalable improvements that raise service standards and team performance. Skilled in building quality frameworks, transforming operational knowledge systems, and driving continuous improvement across global customer service environments. | | |
|  | | |  | | |
| key skills |  | | WORK EXPERIENCE | | |
| * Data Analysis & Actionable Insight Generation (Excel, MS Access, SQL) * Project Management & Cross-Functional Leadership * Quality Assurance Strategy & Service Standards Implementation * Root Cause Analysis & Corrective Action Planning * Knowledge Management & Documentation Optimization * Workflow Optimization & Process Automation (VBA, Python) * Customer Experience Enhancement * Strategic Reporting & KPI Tracking |  | | Customer Service Deputy Manager bet365 | Stoke-on-Trent  01/2022 - Present   * Support senior Manager to implement a department-wide Service Improvement Strategy, enhancing service quality through measurable performance standards, coaching frameworks, and actionable feedback loops. * Developed and clarified evaluation standards for supervisors and team leaders, ensuring consistency in customer contact reviews and targeted behavioral coaching to raise performance. * Conducted regular data analysis of contact reviews to identify trends, performance risks, and actionable quality improvement opportunities. * Built dynamic dashboards and database tools (Excel, MS Access) to track quality KPIs, workflow efficiency, and project impact metrics. * Utilize Excel-based analytics to identify and resolve payment product issues faster. * Led the transformation of the Asian Knowledgebase by restructuring 500+ articles, establishing content standards, and implementing continuous audits, significantly improving its effectiveness for daily operations and training. * Led departmental resource and planning team, built forecasting models using Excel to optimize staff allocation and ensure adequate shift coverage. * Acted as a role model for data-driven service leadership, promoting operational excellence and fostering a culture of continuous improvement.  Asian Customer Account Supervisorbet365 | Stoke-on-Trent 01/2017 – 01/2022   * ​Supervised a team of 12 agents, achieving service excellence through coaching, performance management, and operational process improvements. * Led real-time escalations, resolving 98% of disputes successfully. * Optimized chatbot workflows, reducing live chat handoff rate and improving automated resolution efficiency.  Asian Customer Account Team Leaderbet365 | Stoke-on-Trent 01/2014 – 01/2017   * ​Managed and developed a team of 5 advisors through structured coaching and performance development plans. * Implemented operational improvements by liaising with cross-department stakeholders, enhancing service workflows and customer satisfaction.  Fraud Analysis Specialistbet365 | Stoke-on-Trent 05/2012 – 01/2014   * ​Collaborated with the investigation team manager to build an MS Access based Investigation Database to centralize fraud investigation data, enhancing data integrity, accuracy, and real-time analysis.  Customer Service Advisorbet365 | Stoke-on-Trent 03/2010 – 05/2012   * ​Provided multichannel customer support via live chat, email, and phone, ensuring prompt query resolution and a high standard of service. * Supported the training and mentoring of new advisors, improving onboarding efficiency and knowledge transfer. | | |
| education |  | |
| * Master of Business Administration (MBA) - Finance   University of Southern Queensland / 2002-2004   * Bachelor Degree in Medical Electronics   University of Shanghai for Science and Technology / 1996-2000 |  | |
|  | |  | | |