

Citra Lestari

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Professional Summary

Fresh graduate with strong storytelling skills and 500+ hours of phone-based customer support. Known for empathy-driven consultations and disciplined follow through. Excited to grow in Ruangguru STAR and help families choose the right learning solutions.

Technical Skills

Customer Service: Empathy-driven questioning, Problem resolution, Client retention

Telesales: Scripting, Call management, Follow-up cadences

Tools: Salesforce CRM, Canva, Data entry

Professional Experience

Customer Success Intern

Cakap Edutech

Feb 2023 – Jul 2023

Tangerang, ID

- Resolved parent inquiries within 12 hours on average, maintaining 4.8 CSAT score
- Launched call-back cadence that improved renewal rate by 15%
- Documented conversation summaries in Salesforce for cross-team visibility

Projects

Voice of Customer Research

Interviewed 40 parents on learning needs. Recommended scripts adopted by host organization.

2022

Education

S1 Communication Studies

Universitas Multimedia Nusantara

2019 – 2023

Tangerang, ID

GPA 3.68/4.00 – Head of Public Relations, Student Executive Board

Certifications

- Certified Contact Center Associate, ICCA (2023)
- Udemy: Inside Sales Masterclass (2022)