

NOROL AM BINATARA

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SUMMARY

Dedicated BPO Operations and Quality Assurance Manager with over 10 years of experience in implementing quality control measures, improving operational efficiency, and ensuring exceptional customer service. Seeking to contribute expertise in process improvement, team leadership, and performance analysis to drive excellence in a dynamic BPO environment.

EXPERIENCE

FPS Tech Philippines Inc - Quality Assurance Manager

11/2022 - 05/2024

- Led a team of quality analysts and quality leads responsible for monitoring and evaluating customer service interactions
- Developed and implemented quality assurance standards, processes, and guidelines
- Conducted regular audits and provided feedback to stakeholders to improve their performance
- Collaborated with operations and training teams to identify areas for improvement and developed targeted training programs
- Analyzed data and generated reports on quality performance for management review
- Continuously monitored industry trends and best practices to ensure the company's QA processes remain up to date
- Conducted quality evaluations of customer interactions to ensure adherence to company standards
- Provided feedback and coaching to agents to improve their communication and problem-solving skills
- Collaborated with the Training and Quality Assurance Leadership to identify trends and areas for improvement
- Participated in cross-functional meetings to address quality-related issues and implement process improvements.

Teleperformance Philippines - Quality Assurance Manager

Davao City, Davao del Sur

01/2022 - 11/2022

- Managed multiple projects under Travel and Hospitality Vertical focusing on quality improvement processes
- Developed and ensured daily execution of QA processes and support to the QA Sup/Leads for each program
- Provided data intelligence relative to team-wide behavior opportunities
- Lead QA improvement initiatives in conjunction with operations, training, and acct management
- Spearheaded Customer Journey Mapping and Customer Demand Analysis projects to improve NPS and CSAT scores based on sentiment analytics

SKILLS

- Quality Assurance Processes
- Team Leadership
- Performance Analysis
- Process Improvement
- Data Analysis
- Quality Monitoring Tools
- Problem-Solving
- Communication Skills
- Transactional Quality Monitoring
- Management for Voice and Nonvoice Campaigns spanning Travel & Hospitality, Sales, Customer Service and Technical Support
- Transformational Quality Management focusing on Process and Customer Experience Improvement
- Building Quality Assurance Management System and SOPs for new programs
- Strong leadership skills with the ability to train and motivate cross-functional teams

CERTIFICATIONS

Lean Six Sigma Yellow Belt - COPC

EDUCATION

2013

Mindanao State University

Marawi City, LAS

Bachelor of Business

Administration: Business Economics

Status: Undergraduate

- Developed and authored Quality Assurance SOW for a P2P Sales Campaign
- Built, revamped, and enhanced Quality Assurance Audit/Assessment Forms for multiple projects embedding Sales Riders, Voice of the Customer Riders, and Business Intelligence Riders.

Teleperformance Philippines - Operations Manager

Davao City, Davao del Sur

09/2017 - 01/2022

- Managed day-to-day business operations of six LOBs including Escalations Team, Loyalty and Elite Lines, and Back Office (E-mail Support, social media, and Groups Desk) for a US Airline campaign
- Directed the program's efficiency metrics and service-levels and reported directly to client on capacity planning and staffing and communicated results and challenges
- Analyzed KPI using Lean Six Sigma tools and methodologies, identifying issues and trends
- Devised and executed action plans to improve the cluster's performance
- Collaborated with Senior Manager in the implementation of account-wide initiatives.

Teleperformance Philippines - Operations Supervisor

Davao City, Davao del Sur

02/2015 - 09/2017

- Directed group of customer service representatives to attain set goals, efficiency target and overall team performance
- Structured consistent and effective performance development meetings and coaching sessions to address performance gaps along with action planning
- Spearheaded initiatives and programs developing integral sales techniques like Cross-selling, Upselling, and Assumptive Close
- Recognized as consistent Top Performing Supervisor month-over-month and hailed as the 2016-2017 Top Performing Supervisor of the Year.

Teleperformance Philippines - Customer Service and Telesales Representative

Davao City, Davao del Sur

11/2013 - 02/2017

- Consistently delivered on conversion targets and generated strong bookings revenue
- Helped customers with the creation and booking of their travel arrangements
- Provided excellent service in resolving customer concerns with travel arrangement

ACCOMPLISHMENTS

- Collaborated with operations teams to identify and address process inefficiencies on the program's compliance to mobile app promotion, increasing compliance rate by 66.67% from Q4 2022 to Q1 2023
- Implemented a Customer Journey Mapping Project for a US Airline Account that yielded an 11.83PP increase on NPS
- Led a team of 15 quality analysts, 3 quality leads, providing coaching and mentorship, resulting in increase in team productivity.
- Developed and standardized quality monitoring forms, leading to more accurate performance evaluations.
- Conducted regular training sessions on quality standards and best practices, ensuring a well-informed workforce.
- Strong partnership with clients and internal stakeholders on project and initiatives to support enterprise-wide drive.

LINKEDIN PROFILE

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REFERENCES

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