

THIDARAT SOMBOONPHOL

OBJECTIVE

Seeking a challenging role in a leading company, where expertise in streamlining operations and increasing productivity can be utilized. Past experience includes to successfully implementing a CRM system that improving team productivity by 20% and reducing the number of calls approximately by 30%

EXPERIENCE

CALL CENTER & CUSTOMER SERVICE ASSISTANT DEPARTMENT MANAGER

BLUEVENTURETPA COMPANY LIMITED

MAY 2010 – CURRENT

- Follow work schedules and supervise team of 14 employees in operations management and problem-solving, significantly enhanced customer satisfaction.
- Provided ongoing staff development opportunities through training programs, workshops, and regular feedback sessions.
- Improved customer satisfaction rates through attentive service, prompt issue resolution, and continuous process improvements.
- Developed and implemented customer service policies and procedures: Complaint Handling & Dispute Resolution, Multi-Channel Support Guidelines (Phone, Email, Chat, Social Media)
 - Phone Support: Answer within three rings, maintain a friendly tone, and document the call.
 - Email Support: Use templates for consistency but personalize responses.
 - Chat and social media: Respond within 7 minutes to maintain quick service.



CONTACT

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ABOUT ME

Experienced customer service professional with a proven track record of handling high-volume calls and resolving customer issues efficiently. Results-driven individual with a passion for helping customers and a proven ability to effectively manage and lead a team in a fast-paced call center environment.

EDUCATION

Master of Business Administration,
Stamford International University
JUN 2006 - JULY 2008

Bachelor of Arts,
The University of the Thai Chamber
of Commerce (UTCC)
JUN 2001 - OCT 2005

- Coordinate with healthcare providers more than 500 hospitals and other staff to ensure smooth patient flow and service delivery.
- Effective leader and problem-solver and promote organizational efficiency. Proficient Department Manager delivering encouragement and feedback to help employees be successful. Energetic professional with great poise.
- Monitored call center metrics regularly, identifying trends or issues that may impact overall performance levels.
- Customer Insights & Feedback Management: Collect, analyze, and report customer feedback using surveys and data insights to support business decisions.
- Enhanced customer experience with proactive problem-solving techniques, leading to higher satisfaction scores.
- Improved customer satisfaction by efficiently resolving inquiries and complaints in a timely manner.
- Collaborated cross-functionally to develop innovative strategies for continuous improvement of service quality.
- Cross-Functional Collaboration: Work with teams across the organization to implement initiatives that enhance customer experience.
- Technology & Tools: Leverage CRM systems, AI-driven chatbots, and analytics tools to enhance customer interactions and automate processes.

SECRETARY TO THE VICE PRESIDENT

PTT DIGITAL COMPANY LIMITED

JULY 2006 - MAY 2010

- Maintained a well-organized office environment conducive to productivity by managing supplies, equipment, and workspace arrangements.
- Managing the day-to-day operational and administrative activities of the VP by setting and monitoring schedules, organizing the incoming flow of work, organizing meetings and contacting participants.

SKILLS

- Excellent problem-solving and conflict-resolution abilities
- Experience in leading cross-functional teams and driving change within an organization.
- Team player with the ability to collaborate effectively with colleagues.
- Problem-solving abilities with a keen attention to detail.
- Proficient computer skills and experience with CRM Software (Salesforce)

- Strengthened inter-departmental relationships with regular updates on key initiatives from the Vice President's office to department heads or team managers.
- Responded to emails and other correspondence to facilitate communication and enhance business processes.
- Screened personal and business calls and directed to appropriate party.

CALL CENTER & CUSTOMER SERVICE

KING POWER INTERNATIONAL COMPANY LIMITED

DECEMBER 2005 - JUNE 2006

- Helped large numbers of customers every day with positive attitude and focus on customer satisfaction.
- Responded to customer calls and emails to answer questions about products and services.
- Adhered to company policies and scripts to consistently achieve call-time and quality standards.
- Resolved concerns with products or services to help with retention and drive sales.
- Detailed payment options and explained price, receipt and billing details to customers.
- Resolved customer complaints and addressed emergency requests and needs.
- Improved first-call resolution rates by actively listening to customer needs and offering appropriate solutions based on their unique situations.
- Investigated and resolved customer inquiries and complaints quickly