

IRMA ANDRIATI

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PROFILE SUMMARY

Results-driven customer service manager with over 18 years in the contact center and customer experience industry. Proven expertise in strategic planning, cost reduction, and enhancing business sustainability. Recognized for adaptive leadership fostering collaborative achievement, open communication, and a growth mindset. Seeking to leverage extensive experience for continued career growth in driving operational excellence and customer satisfaction.

EDUCATION

ATT LANGUAGE CENTER SINGAPORE - *Business (2000)*

PADJAJARAN UNIVERSITY - *International Business (2002 – 2005)*

ORGANIZATIONAL AND COMMITTEE EXPERIENCE

CUSTOMER SERVICE MANAGER MR.DIY INDONESIA *June 2024 – Present*

- Designed and implemented a comprehensive KPI tracking system for 28 Customer Service (CS) teams, including Customer Service Ambassadors, Training, and Customer Care units—enabling real-time performance monitoring and data-driven decision-making.
- Developed an end-to-end CS framework integrating people, processes, and technology, including the successful transition from manual systems to a centralized Customer Service platform across all Customer Care touchpoints.
- Achieved zero customer complaints related to service issues from over 10,000 store crew members by standardizing service guidelines, optimizing knowledge bases, and evaluating the effectiveness of CS guideline and training.
- Analyzed customer feedback and performance data, leading to a 48 hours the ability to identify and resolve service gaps, resolving the issue, contributing significantly to an enhanced (identify the area improvement), seamless customer experience.
- Conduct cross functional collaboration to ensure smooth customer journey and sharing customer insights

CUSTOMER CARE MANAGER ULA *Jul 2020 – November 2023*

- Develop and implement a KPI tracking system for 33 CS teams, both inbound and outbound, ensuring a 20% improvement in alignment with organizational goals.
- Successfully develop a comprehensive CS framework encompassing people, processes, and technology.
- Achieve a 15% increase in operational efficiency by forecasting manpower capacity, managing service guidelines, optimizing knowledge bases, and assessing CS tools.
- Analyze customer feedback and performance data, resulting in a 25% improvement in identifying areas of enhancement. Contributed to the seamless customer experience by implementing actionable insights. •
- Formulate effective strategies for customer service initiatives and projects, leading to a 30% improvement in addressing service issues and challenges.

CUSTOMER SERVICE MANAGER SAYURBOX *Mar 2019 – Jul 2020*

- Supervised and managed 40 customer service representatives, overseeing inbound interactions, partner channels, and operational support, achieving a 20% improvement in meeting or exceeding established standards.
- Initiated and collaborated on designing and implementing chatbot solutions, leading to a 30% enhancement in customer journeys and the automation of routine inquiries.
- Created and executed motivational programs, resulting in a 25% boost in team morale and a 15% improvement in overall performance.
- Analyzed customer feedback, surveys, and performance data, deriving valuable insights that informed decision-making and strategies, contributing to a 10% increase in customer satisfaction.

OPERATIONS MANAGER UNILEVER – PT. Transcosmos Indonesia (TCID) *Dec 2019 – Feb 2020*

- Oversaw and managed the operational aspects of various Unilever projects (Suara Konsumen Unilever Indonesia, Pureit Unilever, E-Commerce Wall Happy Delivery, Lakme project, and Swalayankita.com) •
- Directed a 50-member Customer Service team, enhancing KPI performance, boosting sales conversion rates, and surpassing revenue targets by 20%.
- Evaluated and executed strategic business expansion initiatives, conducting market analyses that resulted in a 15% increase in product diversification opportunities.
- Implemented effective manpower and capacity planning, resulting in a 25% improvement in team efficiency and skill development, achieved through targeted recruitment and the successful implementation of training and development programs.

ORANGE TV Area Manager West Java *Aug 2017 – Feb 2018*

- Streamlined operations by overseeing Salesmen, Sales Admin, Technicians, and Dealers network, ensuring seamless processes. Achieved a 20% improvement in overall operational efficiency.
- Successfully managed costs, meticulously tracking revenue progress, resulting in a 15% positive net gain for the designated area.
- Evaluated team performance to exceed target sales, collection, and churn management goals. Achieved a 25% increase in sales, a 30% improvement in collections, and a 10% reduction in churn rate.
- Formulated and executed comprehensive strategies to attract a diverse customer base, contributing to business growth. Expanded customer reach by 15%, encompassing both retail and corporate clients.
- Produced detailed reports on sales, revenue, and collection, providing a clear understanding of the area's performance. Implemented data-driven insights, contributing to a 20% improvement in decision-making processes.

ORANGE TV (AORA TV)

Support & Churn Management Supervisor Mar 2014 – Aug 2017

- Managed Sales Admin, Customer Service, and Collection Team activities, overseeing sales deposit processes, petty cash handling, generating sales reports, and maintaining POSM supplies with a focus on efficiency and effectiveness.
- Supervised customer payment processes, ensuring timely and accurate collections, resulting in a notable improvement in payment tracking and overall financial accuracy by 20%.
- Led efforts in maintaining existing customer relationships and implemented successful strategies to win back lapsed or departed customers, achieving a 15% increase in customer retention within a six-month period.
- Established and maintained a comprehensive and well-organized database supporting sales and churn management efforts, contributing to a streamlined workflow and a 25% reduction in data retrieval time.

ORANGE TV (AORA TV)

Senior Staff People & Organizational Development Mar 2013 – Mar 2014

- Conducted a thorough TNA across all company departments, identifying skill gaps and training requirements, achieved a 15% improvement in employee skills alignment by implementing targeted training programs.
- Coordinated and delivered tailored training sessions, collaborating with trainers and management, received an 85% positive feedback rate on training effectiveness, enhancing overall employee engagement.
- Formulated drafts for the company's Vision, Mission, and Values, successfully defined the company's overarching principles, contributing to a unified organizational culture.

TELKOMSEL

Customer Service Supervisor Aug 2010 – Mar 2013

- Oversaw and design strategies for day-to-day operations for almost 200 CS team members, aiming to effectively handle postpaid Telkomsel (Kartu Halo) and Priority customers to achieve set targets, enhance revenue through upselling and cross-selling, and exceed customer satisfaction benchmarks.
- Develop action plans and implement corrective and preventive actions to drive continuous improvements in service quality and operational efficiency, Achieved a 20% improvement in service quality and operational efficiency through the successful implementation of corrective and preventive actions.

TELKOMSEL

Customer Service Team Leader Jun 2008 – Aug 2010

- Oversee and optimize the performance of a 15-member technical team to meet targets and ensure high customer satisfaction, particularly among high-tech users. Currently achieving a 20% improvement in customer satisfaction ratings through strategic performance monitoring and management.
- Design and implement training programs, coaching sessions, and mentoring initiatives to enhance technical support skills. Successfully contributed to continuous growth and excellence in technical support, achieving a 15% increase in team capabilities through the development of simulation media supporting broadband and technical training.

TELKOMSEL

Call Center Agent Sep 2006 – Jun 2008

- Address customer inquiries, complaints, and requirements, ensuring a high level of satisfaction. Achieved a 95% customer satisfaction rate, surpassing the set KPI targets.
- Maintain compliance with service standards while handling customer interactions, resulting in consistent positive feedback and adherence to quality benchmarks.
- Meet and exceed customer expectations by effectively managing information requests, addressing complaints, and fulfilling requirements, contributing to a 98% achievement of service standard targets.

PT. RITRA CARGO

Export Staff Aug 2006 – Aug 2006

- Responsible for providing accurate and timely PEB (Export) documents, achieved a 95% accuracy rate in processing and verifying export documentation.
- Successfully followed up on purchase orders, ensuring seamless coordination with suppliers, achieved a 98% on-time delivery rate by efficiently dispatching delivery schedules.

CERTIFICATIONS

- Professional in International Contact Center Management – Scisom | 2010
- English Business Course – ATT Language Centre Singapore |1999

SKILL

- **Hard Skill:** Leadership Management , Team Management, Strategic Planning & Implementation, Training & People Development, Performance Management, Contact Center Management, Budgeting & Cost Control , Customer Service Platform.
- **Soft Skills:** Leadership, Communication, Customer Centric, Problem Solving, Analytical, Time Management, Strategic Thinking, Computer Literacy.

- **Language:** Indonesian, English.