



LAIAN RUELO

OPERATION MANAGER

PROFILE

" A supreme quality of leadership is INTEGRITY, before becoming a leader, I achieved success by growing myself working with integrity and now I'm a leader my goal is guide my people to working with INTEGRITY for them to grow and create more leaders in future. "

CONTACT ME



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Sitio Gangan, Lawa-an 2,
Talisay City, Cebu

SKILLS:

- Strong leadership, management, and interpersonal skills.
- Proven ability to drive performance improvement and process optimization.
- Excellent problem-solving and conflict resolution skills.
- Strong client-facing communication skills and experience managing client relationships.
- Ability to work under pressure while maintaining high service levels.
- Proficient in data analysis and reporting, with the ability to make data-driven decisions.

➤ EDUCATION

CEBU INTITUTE TECHNOLOGY- UNIVERSITY
Bachelor of Science in Computer Engineering

2005-2010

IHUB PHILIPPINES
Graphic Design

2019

COURSERA(UNIVERSITY OF AMSTERDAM)
Data Analytics for Lean Six Sigma
2023

➤ LANGUAGE

English

Tagalog

➤ COMPUTER SKILLS

Power BI (Data Visualization)
ASANA

Excel and Spreadsheet

Programing: C# and C++

Word & PowerPoint

WORK EXPERIENCE

TTEC

MAY 2024 - MAR 2025

Asiatown IT Park, Apas, Lahug, Cebu, Phil.
(eBlock 2 Tower)

ACCOUNT: USA TELCO - Operation Manager

ACHIEVEMENTS:

- Increased new hires ASAT to 15 points
- Improved 3 Day Solution increased by 10%
- Revised Training Road Maps

JOB DESCRIPTION

OPERATION MANAGER - Present

Key Responsibilities:

Leadership & Team Management:

- Manage and mentor a team of call center supervisors, agents, and support staff.
- Provide coaching, performance feedback, and professional development to team members.
- Foster a positive and productive team culture focused on customer service excellence.

Operational Management:

- Monitor daily call center operations, ensuring smooth and efficient service delivery.
- Develop and implement strategies to meet and exceed service level targets (SLAs) and other key performance metrics.
- Oversee scheduling, staffing, and resource allocation to ensure optimal coverage and productivity.
- Handle escalated customer complaints or issues and provide solutions.
- Analyze and report on key performance indicators (KPIs), such as call volume, average handling time, customer satisfaction, first-call resolution, and others.
- Utilize data and analytics to drive decision-making and continuous improvement efforts.
- Prepare and present regular reports to senior management regarding call center performance and areas for improvement.

Performance Monitoring & Reporting:

- Analyze and report on key performance indicators (KPIs), such as call volume, average handling time, customer satisfaction, first-call resolution, and others.
- Utilize data and analytics to drive decision-making and continuous improvement efforts.
- Prepare and present regular reports to senior management regarding call center performance and areas for improvement.

Process Improvement:

- Identify opportunities to streamline operations, improve workflows, and reduce costs while maintaining or improving service quality.
- Implement new technologies or processes to enhance call center operations.
- Ensure compliance with company policies, industry regulations, and customer service standards.

Training & Development:

- Ensure all call center agents are adequately trained on systems, policies, procedures, and customer service best practices.
- Develop training programs and materials as needed to support agent skill development.
- Conduct regular performance reviews and skill assessments.

VCUSTOMER (TECHMAHINDRA)

FEB 2022- JUNE 2023

Asiatown IT Park, Apas, Lahug, Cebu, Phil.
(eBlock 2 Building)

BRITISH TELCO - Group Lead - POC / Team Lead / Acting Operation Manager

ACHIVEMENTS & AWARDS

- Revised the Complaints Process MAP Technical Support Chat LOB ensuring effortless customer experience.
- Created Complaints Handling Framework
- Increase NPS 25 point and Focused agents increased at 23 points
- Created Premium Customer Experience Framework - enhance customer experience and improve agents conversation skill
- Created and revised Probisionary Playbook
- created RA Process Documents
- Created and established Operation Leadership Playbook
- Created Bottom Agents Playbook/Process for non performer agents, quartile management.
- Established and revised KRA/KPI both leadership and agents
- Created Objection Handling pack for agents in terms of handling dissatisfied customer.
- Top Group Lead and Cluster for my team on my first month as a group lead
- Hero Award - Top performers award as SME Lead and Analytics Lead

GROUP LEAD- POC/OPERATION

MANAGER - Intern

Technical Support

Team Management:

- Supervise and lead a team of call center agents, supervisors, and support staff.
- Conduct regular performance reviews, provide coaching, and ensure ongoing training and development.
- Foster a positive work environment, promoting employee engagement and retention.

Operational Oversight:

- Monitor call center operations to ensure efficiency, productivity, and quality of service.
- Ensure compliance with company policies, procedures, and industry regulations.
- Establish and track key performance indicators (KPIs) such as average handle time (AHT), customer satisfaction, first-call resolution, and adherence to schedules.

Process Improvement:

- Identify areas for operational improvements and implement strategies to enhance call center performance.
- Develop and maintain process documentation and ensure best practices are followed.
- Work with other departments to ensure smooth workflow integration.

Customer Experience:

- Ensure exceptional customer service by ensuring agents are well-trained in handling customer inquiries, complaints, and issues.
- Monitor customer feedback and use insights to improve service delivery.
- Develop and implement strategies to improve customer satisfaction and retention.

Technology and Tools Management:

- Oversee the implementation and use of call center software and systems (e.g., CRM, call routing, and reporting tools).
- Ensure that technology is used effectively to streamline operations and improve efficiency.

Collaboration and Communication:

- Work closely with other departments such as HR, IT, and sales to align call center activities with company goals.
- Communicate effectively with upper management and other departments regarding operational issues and improvements.

SENIOR ANALYST - KPI & CUSTOMER EXPERIENCE

Data Analysis and Reporting:

- Gather, analyze, and interpret data from various call center systems to assess performance metrics.
- Prepare detailed reports and dashboards on key performance indicators (KPIs) such as call volume, average handle time (AHT), first-call resolution (FCR), customer satisfaction, and agent performance.
- Present findings and insights to senior management, making actionable recommendations to improve efficiency and service quality.

Performance Monitoring and Optimization:

- Monitor and evaluate call center operations, identifying trends, patterns, and areas of improvement.
- Provide insights into performance deviations and suggest corrective actions to improve service delivery.
- Assist in forecasting call volume and staffing needs based on historical data and seasonal trends.

Process Improvement:

- Analyze current workflows and processes to identify inefficiencies or bottlenecks.
- Collaborate with team leaders and operations managers to design and implement process improvements.
- Develop and recommend strategies for improving agent performance, call handling times, and overall customer experience.

SME LEAD - Subject Matter Expert Leader

Leadership & Team Management:

- Lead and manage a team of Subject Matter Experts, ensuring effective collaboration and knowledge sharing across teams.
- Provide mentorship, coaching, and guidance to team members to foster their professional development and enhance their expertise.
- Assign tasks, set goals, and track performance to ensure that team objectives and deadlines are met.
- Foster a collaborative environment that encourages open communication, continuous learning, and a commitment to excellence.

Client & Stakeholder Engagement:

- Engage with key clients, stakeholders, or external partners to provide subject matter expertise in the development of solutions or products.
- Act as the lead point of contact for all subject-related queries, ensuring that clients and stakeholders receive accurate and timely information.

- Provide insights and recommendations for product development or improvements based on subject matter expertise.

TELSTRA INTERNATIONAL

PHILIPPINES

MAR 2016- FEB 2021

Asiatown IT Park, Apas, Lahug, Cebu, Phil. (eBlock 2 Building)

AUSTRALIAN TELCO - Assurance Consultant

ACHIEVEMENTS:

- Top Consultant- Business Consultant
- Top Consultant - Service Recovery(Check-In project)
- Top Seller Awardee - Business Consultant
- Top Performing Consultant - Month over Month from 2016 to 2018
- Most Reliable Consultant
- Member of the Performers Club and Top Seller's Club
- Top Performer - Case Manager for Complaints Level 2
- Created and successful implementation of complaints Road Maps for Frontline Team
- Created and implemented OneStop Tool
- Created and implemented JumpStart Tool

Assurance Consultant -

Complaint Case Manager, Complaints Gatekeeper & Vendor Management Consultant for Telstra Store Manger

Vendor Management Consultant for Telstra Store Manger

- Assessing the performance of vendor manager related to complaints handling.
- Support and guide them to drive on same day resolution on the complaints they received face to face in store.
- Lead store managers to identify trends that impacts on complaints handling.
- Data gathering and data analysis on the complaints that was lodge at the Telstra Store.
- Support them in terms of product, policy and process concerns.
- Swarm them with Complaint Case Manager skill.
- Conducts one on one feedback and coaching on the complaints management.
- Guide them to improve on opportunities in terms of complaints management.

Complaints SME Onshore Case Manager

- Assistant team leader to onshore team lead
- Influence the team to resolve complaint within 24 hours.
- Support them in terms of product, policy and process concerns.
- Swarm them with Complaint Case Manager skill.
- Data gathering and analyze complaints data pertaining to top defect.
- One on one coaching and real time feedback provided in terms of complaints not manage properly.
- Conduct stand up session on the challenges that they experience in managing complaints and how they over it. Any open item on the stand up session will be recorded and will be answered ASAP.
- Provide immediate support and assistance in terms of product, policy and process concerns.
- Guide and lead them to convert there opportunities to strength
- Drives to deliver KPIs by guiding them to identify areas of improvement and provide support to overcome and improve.

MOBILITY SME - 7 months

Vendor Management Consultant (INDIA)

Manage Vendor Leaders - Mobile Team

- Assessing Partner Site/Vendor key performance and implementing action plans based on needs.
- Build strong communication channels at all levels, consistent communication, setting right expectation and oversee/manage to achieve success on their growth plan for the Vendor.
- Build and execute on a strategic account plan that delivers on key business opportunities and relevant KPIs for the vendors and Telstra
- Conduct deep dive analysis on the handled issues for the vendors and develop recommendations and action plans based on data to improve vendor experience;
- Provide thought leadership around planning, roadmaps and execution;

- Point of contact to the Vendors leadership team.
- Support them with process improvements concern, products, process and policies.
- Conducts leadership training related to team management and coaching styles.
- Conducts triad coaching with Operation Managers and Team Leaders, consistent communication provided in providing feedbacks on the areas that they are good at and areas that required improvement.
- Process improvement on Project Greenfield on the process flows that needs improvement.
- Drive a performance and service-oriented team to meet corporate objectives
- Evaluate and conduct call calibrations related to product, process and policy.
- Evaluated process and policy are meet based on the contractual obligation.
- Checking and driving completion of contractual obligation based on the agreed targets that they need to deliver and quality contractual obligations.
- Observing team meeting/T-Time, coaching and random call observation to ensure that actions plan is being consume to deliver performance as planned.
- Conducts leadership certification in terms of team management.
- Quality Analyst for Credit and rebates policy compliance & Greenfield/PAR compliance
- Support and lead Partner Site or vendors during meetings, monthly review and weekly review.
- Facilitates call calibration for process alignment, survey results (Passive, Detractors, Advocates)
- Revised Mobility Training materials from 2 months training to 1 month training map.
- Data Analysis on NPS, CHT, compliance and process
- Process Lead for Boost Mobile and work with insights team to improve on digitalization
- Evaluates or assessing in identifying gap or areas of improvement/opportunities, recommend long term action plan.
- Leading and influencing action plan, supporting Vendor in terms of implementation and execution on all KPIs

SWARMER

Complaints SME

- Analyze call drivers and guide them on how to improve call quality, efficiency and addressing opportunities.
- Responsible for insights and process improvement on frontline complaints escalation by creating roadmaps for customer experience improvement
- Coach them with areas that need improvement for both product and call handling concerns. Guide them to overcome opportunities and achieve their action plans.
- Oversee Team Leader and SME in terms complaints management
- Analyze old complaints cases and find ways into how we can handle these cases efficiently in future. We also recommend resolution to these cases.
- Audit Team Leader and SME complaints management
- Reports and data analyst for complaint cases and management.
- Handles T-Time talks in terms of complaints handling improvement.
- Analyze team leaders, SME and business consultant on how a complaint was handled, provide immediate positive feedback and opportunities that they need to work on. Guide them in achieving their action plan in terms of improving opportunities.
- Analyze complaint drivers and create simple process steps on how we can provide fair, permanent and reasonable resolution to our customer.
- Complaint risk prevention action planning
- Created Complaints One-stop tool to help team leaders to have a fair, permanent and reasonable resolution. This will help them to improve their complaints handling skill, save both customers their time to come up with best resolution and retain more customers.
- Conduct or facilitate daily operational meetings with internal stakeholders and vendor site

BUSINESS CONSULTANT - SERVICE TO SALES

- Formulate recommendations and solutions on there issues/query to Small Business Customers
- Present findings and suggestions to customers with ample justification and practical advice
- Assist small business customers with their billing and technical enquiries.
- Responsible for providing advice into what is the best plan or services that customers should take based on business needs and personal needs.
- Handle after sale misalignment and disputes.
- Recovers unhappy customer by offer better plan that suits for their business
- Resolves product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution.
- Handles unsatisfied customer and Check-In with them on how we can improve our service and convert customer to advocate,

SITE RESOLUTION CELL - COMPLAINTS CASE MANAGER with SERVICE TO SALES

- Records and evaluates complaint submissions
- Handle complaint escalation call that frontline team cannot handle
- Fixing customer and strengthen relationship to the Company.
- Improve customer service experience, create engaged customers and facilitate organic growth
- Take ownership of customers issues and follow problems through to resolution
- Set a clear mission and deploy strategies focused towards that mission
- Develop service procedures, policies and standards
- Keep accurate records and document customer service actions and discussions
- Analyze statistics and compile accurate reports

TTEC / TELETECH

MAR 2015- FEB 2016

Asiatown IT Park, Apas, Lahug, Cebu, Phil.
(eBlock 2 Building)

AUSTRALIAN TELCO - Technical Support 2

- Actively listen to customers to understand their issues or concerns
- Interview clients to gather information useful in providing recommendations and solutions to a technical problem
- Consult user guides, technical manuals and other documents to research and implement solutions
- Emulate or reproduce technical problems encountered by users
- Possess strong analytical and problem solving skills.
- Possess good interpersonal skills and attention to customer service.
- Resolves product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution.
- Providing education to customer basic troubleshooting steps for (No signal, Unable to make and receive a call, unable or receive to send MMS, unable to access Voicemail, unable to send or receive SMS, unable to connect 3G/LTE/4G/4GX data and any other cellular phone issues)

CONVERGYS / CONCETRIX

MAR 2013- MAY 2014

Asiatown IT Park, Apas, Lahug, Cebu, Phil.
(TGU Tower)

USA TELCO - Sales Associate 2

- Maintaining a positive, empathetic, and professional attitude toward customers at all times.
- Responding promptly to customer inquiries.
- Communicating with customers through various channels.
- Acknowledging and resolving customer complaints.
- Knowing our products inside and out so that you can answer questions.
- Processing orders, forms, applications, and requests.
- Keeping records of customer interactions, transactions, comments, and complaints.
- Resolve and troubleshoot customer Technical Issues for broadband service, fix line and cable services.
- Takes care post sale and after sale transaction.
- Identifying customers' needs, clarify information, research every issue and providing solutions
- Seize opportunities to upsell products when they arise
- Build sustainable relationships and engage customers by taking the extra mile
- Keep records of all conversations in our call center database in a comprehensible way
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- Frequently attend educational seminars to improve knowledge and performance level
- Meet personal/team qualitative and quantitative targets
- Frequently attend educational seminars to improve knowledge and performance level
- Meet personal/team qualitative and quantitative targets

QUALFON INC.

MAY 2010- MAR 2013

Asiatown IT Park, Apas, Lahug, Cebu, Phil.
(Skyrise 4 Building)

USA TELCO - Customer Care Representative

- Manage and handle Corporate Escalation Calls
- Manage Customer Complaint and ensuring customer experience is improve.
- Answering or making calls to clients to learn about and address their needs, complaints, or other issues with products or services.
- Responding efficiently and accurately to callers, explaining possible solutions, and ensuring that clients feel supported and valued.
- Engaging in active listening with callers, confirming or clarifying information and diffusing angry clients, as needed.
- Building lasting relationships with clients and other call center team members based on trust and reliability.
- Utilizing software, databases, scripts, and tools appropriately.
- Understanding and striving to meet or exceed call center metrics while providing excellent consistent customer service.
- Making sales or recommendations for products or services that may better suit client needs.
- Taking part in training and other learning opportunities to expand knowledge of company and position.
- Adhering to all company policies and procedures.

FREELANCE GRAPHIC DESIGN

JAN 2016- PRESENT

WFM

Project Base

- Create and design various materials for print and digital collateral.
- Ensure projects are completed with high quality and on schedule.
- Establish creative direction for the company as well as brand guidelines.
- Prioritize and manage multiple projects within design specifications and budget restrictions.
- Perform retouching and manipulation of images.
- Work with a wide range of media and use graphic design software.
- Responsible of logo designs, infographics and menus

➤ CHARACTER REFERENCE

MARK ALVIN ELMIDO

Vendor Manager

JP Morgan Chase & Co.

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CLARSON FRUELDA

Vendor Management - Site Manager

Verizon Inc.

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