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Summary

Over 13 years of customer advocacy experience as frontline support, support manager, and leader. Experienced working with e-commerce and SaaS companies. Love talking to customers and business leaders and learn from their experience.

I love to experience and build something out of the things I see and experience. I am a voracious reader and a mountain climber. In fact, I climbed the highest mountain in the Philippines (Mt. Apo, Davao).

Experience

Advocacy Manager

Zendesk

Nov 2020 - Present (10 months +)

As a manager at Zendesk, I manage a group of customer advocates catering to our SAAS customers, both SMB and Enterprise, and ensure that our customers receive the best and quality customer service. At the same time, ensure the wellness and development of our advocates. Our advocates cater to customer on multiple channels (Chat, Email, Phones, Community and Social Media channels)

Manage customer escalations and ensure that all escalations were attended to with utmost care.

Contributed to the transition of the company's communication channel from a multi-channel approach to a messaging one. As part of the Change Committee, I contributed to strategic decisions at making our workflows better and efficient.

Partner with our Training and Quality team to fine-tune strategies in upskilling our advocates. Calibrate and make sure that our standards are met in terms of customer interactions.

Work with Employee Relations and HR on employee wellness and at the same time consequence management.

Partner with our recruitment team in recruiting new advocates and participated in manager recruitment initiatives within the company.

Manage attendance and payroll for advocates reporting under me.

Worked with our workforce team in scheduling and staffing. Ensuring that we are staff properly at the right time.

I partner with other teams both within advocacy and other internal to help improve the processes that in turn help ensure we provide the best product and the best service for our customers.

Partner with our Self Service team ensuring that we help enable customers to self serve and get all our advocates to be part of our knowledge-sharing initiatives.

Senior Support Advocate

Zendesk

Jul 2016 - Nov 2020 (4 years 5 months)

Answer customer (B2B) inquiries through different channels (Chat, Phone, Social, and Emails).

Part of different special projects within the Zendesk Advocacy.

Knowledge Champion in the advocacy team - as part of the knowledge champion, I have written over 200 articles both customer-facing and internal for our knowledge base and edited hundreds of existing articles as well.

As an ambassador for the Content team, I also promote KCS (Knowledge-centered Service) within advocacy and working on ways to implement KCS in our workflow.

Assigned point of contact for the team on weekends

Subject matter expert for Zendesk (Certified Administrator for both Zendesk Support and Zendesk Chat)

Support Advocate

Zendesk

Aug 2014 - Nov 2020 (6 years 4 months)

We provide the best customer experience and the most awesome support for our users. being the first level of support, we provide the face of the company and impart technical knowledge and Basic support for the company's Live Chat software Zopim.

Zopim is a web-based application that allows you to monitor your site visitors and engage them in a chat. This is also known as Live Chat or Live Support Software.

Team Manager

Sutherland

Apr 2009 - Aug 2014 (5 years 5 months)

May 2011-August 2014 Team Manager, (eBay, Buy Sell Register, North America)

SUTHERLAND GLOBAL SERVICES

- Monitor team performance by way of goal planning, process adherence, daily reviews and review of KPI's
- Establish Team Goals and conduct Performance appraisals
- Complete reports / data analysis, action planning & executive business plans
- Attain all efficiency metrics of the program as defined by the SOW
- Attain all quality metrics of the program as defined by the SOW
- Develop Consultants by using tactical coaching/feedback and provide ongoing training
- Schedule and conduct team meetings and provide constant communication on product and policy.
- Create and support programs that encourage employee engagement
- Communicate with management on potential attrition
- Partner with HR in disciplinary issues with consultants including and up to termination recommendations
- Ensure ongoing training and knowledge support to front line staff to continually improve performance of the program

- Support Team managers and Consultants to provide product, administrative and technical issue resolution.

March 2010 – April 2011 Senior Consultant (eBay Australia, Powersellers)
SUTHERLAND GLOBAL SERVICES

- Provide assistance to entry level agents
- Help improve overall FTR (First time resolution) by providing real time assistance to entry level agents and answer all possible question they may have in relation to the product we are selling.
- Do small group session for training refreshers
- Provide feedback as necessary to agents to help them in easily provide information to our clients
- Handle escalation calls
- Give suggestion to the clients on how they can improve tools and the overall experience of their members.

Education



De La Salle University

Diploma in Web and Digital Design, Web Page, Digital/Multimedia and Information Resources Design

2016 - 2017



Our Lady of Fatima University

BS Nursing (Undergraduate)

2006 - 2008



Our Lady of Fatima University

Bachelor's Degree, Registered Nursing/Registered Nurse (UNDERGRADUATE)

2006 - 2008

Licenses & Certifications



Communicating with Confidence - Lynda.com

42F8F2



ITIL - Simplilearn

186974



Zendesk Admin Certification - Zendesk

Issued Nov 2018 - Expires Nov 2020



Measure What Matters (Blinkist Summary) - LinkedIn



Google Analytics Certification - Google

Issued Apr 2020 - Expires Apr 2021

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 **Advanced Grammar** - LinkedIn

 **Developing a Learning Mindset** - LinkedIn

 **Zendesk Chat Specialist** - Zendesk
20708031


 **IT Service Desk: Service Management** - LinkedIn


 **Coaching Skills for Leaders and Managers** - LinkedIn


Skills

Software as a Service (SaaS) • Team Leadership • Customer Support • Customer Experience • Performance Management • CRM • Service Delivery • Call Centers • Vendor Management • Workforce Management

Honors & Awards

 **Sutherland Platinum Awards -LEADERSHIP** - Sutherland Global Services
Jun 2014
Leadership award. By leading an example and always doing the right thing

 **SUTHERLAND PLATINUM AWARDS - LEADERSHIP** - SUTHERLAND GLOBAL SERVICES
May 2013
Leadership award. By leading an example and always doing the right thing

 **SUTHERLAND PLATINUM AWARDS - PEOPLE** - SUTHERLAND GLOBAL SERVICES
May 2014
By serving the people and clients towards the same goal.