



MARGARET ONG

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Contact Centre Operations Leader | Assistant Manager | Customer Experience | KPI Uplift | Reporting Automation | Process Improvement | Lead Qualification & Vendor Management

PROFESSIONAL SUMMARY

Contact Centre Operations Leader with 12+ years' experience across customer service, administration and operations within multinational and regional environments. Proven career progression from frontline support to Assistant Manager, with a strong track record in improving KPI outcomes, lead qualification performance and service delivery standards. Skilled in reporting automation, workflow optimisation, contract/vendor management and cross-functional stakeholder collaboration. Recognised for practical, hands-on leadership — strengthening team capability, supporting continuous improvement and translating operational insights into actions that enhance efficiency, customer experience and business performance.

KEY ACHIEVEMENTS SUMMARY

- Demonstrated consistent career progression across both multinational and regional environments, with proven performance in Contact Centre operations, customer experience and administrative support.
 - Enhanced Singapore Contact Centre call connectivity rate from 58% to sustained 78%–81% monthly average through optimised qualification structure, reporting and coaching.
 - Revamped daily reporting workflows, reducing preparation time from 30 minutes to 5 minutes per day, improving data accuracy and operational governance.
 - Supported major system migration and automation initiatives including InContact → Genesys transition and WhatsApp Lead Qualification automation.
 - Delivered measurable annual cost efficiencies through vendor and telco contract renegotiations totalling ~\$12,300 per annum savings while maintaining operational service standards.
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PROFESSIONAL EXPERIENCE

IDP Education Limited Singapore Branch

Contact Centre Assistant Manager | Feb 2023 – Present

- Manage and support a team of 2 Contact Centre agents responsible for lead qualification and service delivery.
- Drive web lead generation alignment and ensure fast follow-up across multiple lead sources, supporting ~1,200–1,500 average monthly leads (peaking up to 3,000 during Study Abroad peak seasons).
- Improved Singapore call connectivity rate from 58% to sustained monthly average of 78%–81%.
- Revamped daily reporting process, reducing preparation time from 30 minutes to 5 minutes daily and improving data accuracy/quality.
- Led platform transition from InContact to Genesys and automated WhatsApp lead qualification to enhance operational efficiency.
- Partner with IELTS/Destination/Marketing on qualification strategy, KPI alignment and capability development.

Contact Centre & Administration Team Lead | Oct 2020 – Jan 2023

- Managed daily reporting, KPI monitoring, service audits and coaching to support qualification and conversion outcome improvement.
- Oversaw facilities, vendor management, procurement, petty cash, reception and administration support for Singapore office.
- Coordinated IT project rollouts and troubleshooting with service desk and regional teams.
- Achieved vendor savings through renegotiation: Rentokil (\$400/year) and Telco switch Singtel → Starhub (\$11,900/year).
- Awarded **Best Mentorship 2022** for contribution to team capability strengthening and staff development.

Project Contributions (IDP)

- Led set-up of IELTS Contact Centre team (Nov 2022) with new reporting structure.
- Supported deployment of InContact 2.0 prior to Genesys migration.
- Overall logistics lead for Education Expo Fairs (Sep 2022, Feb 2023, May 2023).

Rentokil Initial (S) Pte Ltd

Senior Customer Care Executive | Apr 2019 – Sep 2020

Customer Care Executive | Feb 2018 – Mar 2019

Customer Care Coordinator | Jan 2016 – Jan 2018

- Managed portfolio of 200+ tiered corporate accounts covering renewal, retention and relationship cycles.
 - Achieved average renewal performance of 75%–87% monthly.
 - Maintained average retention rate of 78% against competitor pressure via salvage negotiation and service recovery.
 - Conducted bi-weekly performance reviews for team of 6 (4 Hygiene, 2 Pest Control) with targeted KPI coaching.
 - Contributed to robotics workflow automation (Retention / Contract Creation / MyRentokil) reducing contract creation time from 1 working day to 2 hours.
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ERC Institute

Programme Manager | Oct 2013 – Sep 2015

Programme Executive | Dec 2011 – Sep 2013

- Managed student service administration, course material preparation and record compliance for EduTrust audits.
 - Maintained 100% documentation accuracy for audit readiness.
 - Consistently achieved student service satisfaction above the 80% benchmark.
 - Supported cross-department reporting and operational information requirements.
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SKILLS

Technical & Systems

Genesys Cloud | InContact 2.0 | SAP (C4C / Ariba / PO) | WhatsApp Lead Automation | MS Office Suite (Excel Reporting)

Operational Competencies

Lead Qualification Management | Reporting Automation & Data Governance | Vendor/Contract Negotiation | Contact Centre KPI Tracking & Performance Reporting | Call Quality Audits | Process Improvement Initiatives

Leadership & Interpersonal

Team Coaching & Mentorship | Stakeholder Alignment | Service Recovery & Escalation Management | Cross-functional Collaboration | Communication & Team Development

LANGUAGES

English – Professional Working Proficiency

Mandarin – Native Proficiency

EDUCATION

Bachelor of Arts (Hons) Business Management (Tourism & Hospitality Management) – 2nd Upper Class

University of Greenwich (with ERC Institute) | May 2014 – May 2015

Advanced Diploma in Business Administration (Tourism & Hospitality Management)

ERC Institute | Jan 2013 – Oct 2013

Diploma in Tourism & Hospitality Management

ERC Institute | Jul 2010 – Dec 2011

Foundation Certificate of Business Administration (FCBA)

ERC Institute | Jan 2010 – May 2010

GCE 'N' Level

Siglap Secondary School | Jan 2006 – Dec 2009