

# WILNHEL MACASPAC

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## PROFESSIONAL SUMMARY

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Chartered Manager with over 12 years of progressive experience in banking, fintech, BPO, and customer service, coupled with more than a year of hands-on involvement in marketing and retail sectors. Pursuing dynamic roles as a business analyst, data analyst, agile project manager, marketing manager or operations manager. Demonstrated success in driving projects, enhancing operational efficiency, and fostering stakeholder collaboration. Proficient in leading large agile teams, championing continuous improvement, and executing process re-engineering initiatives through data-driven decisions and timely project delivery.

## WORK EXPERIENCE

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### Assistant Manager - Sales

Mar 2024 - Present

Emirates National Bank of Dubai • Dubai, United Arab Emirates

#### Key Responsibilities:

- Manage the performance of the team by setting performance objectives, reviewing employee's performance against set objectives periodically.
- Maintains relations with the stakeholders and update the progress on agreed sales targets periodically.
- Analyze customers and market behavior and trends and provide insight and recommendations for improvement.

### Assistant Manager - Digital Experience

Apr 2019 - Mar 2024

Liv Digital Bank • Dubai, United Arab Emirates

#### Key Responsibilities:

- Drove process improvement, initiatives and projects.
- Collaborated cross-functionally to identify quality obstacles and streamline processes whenever feasible.
- Identified opportunities to improve the performance and create strategic plans to drive results.

#### Achievements:

- Achieved 47% reduction in repeat chat customers over the course of one year by applying Lean Six Sigma methodologies to the top 10 repeat chats gathered through Data Analysis on sentiments.
- Improved CSAT score from 2.7 to 4.5 in three months. This was accomplished by re-engineering a new digital servicing model that streamlined complaint resolution within the stipulated turnaround time.
- Led the user design experience project of the Help Centre page. Conducted data analysis on chat traffic, leading to a 45% containment of chats during the first month of launch.
- Introduced VIP preferential servicing model, by re-designing the assignment logic and workflow of chats of VIP customers, enabling the unit to achieve 4.7 net promoter score out of 5.0
- Received Gem Sapphire Award - Top 1% Club of Exceptional Performers..

### Assistant Manager - Voice Operations

January 2022 - April 2023

Emirates National Bank of Dubai • Dubai, United Arab Emirates

#### Key Responsibilities:

- Identified team knowledge and skill gaps and work with learning and development team to develop their capabilities.
- Managed the activities of 70 team members and 4 supervisors to ensure overall performance.
- Provided coaching, feedback and assistance to the team.

#### Achievements:

- Contributed to the successful transformation of 300 unskilled agents into Workforce of the Future in 6 months.
- Mentored 18 staff members, facilitating their career progression and helping them attain their desired roles within 1-2 years. This included advancements in leadership and lateral moves to different departments within the bank.
- Created user stories and scenarios for Generative AI project.

#### **Assistant Manager - Interactive Teller Machine**

May 2020 - December 2021

Emirates National Bank of Dubai • Dubai, United Arab Emirates

#### Key Responsibilities:

- Managed the performance of virtual tellers by ensuring that the operating model is applied in team's daily activity.
- Contributed to the implementation and administration of the new processes and procedures.
- Maintained relations with the stakeholders and update progress on agreed SLAs periodically.

#### Achievements:

- Reduced handling time by 120 seconds in dispensing cash through notes efficiency projects on virtual machines.
- Launched paperless teller reconciliation project that saved 400,000 pages of paper in a year.
- Eliminated complaints on ITM wait time by allocating proper staffing per branch teller machine.

#### **Assistant Manager - Customer Experience**

April 2018 - May 2020

Emirates National Bank of Dubai • Dubai, United Arab Emirates

#### Key Responsibilities:

- Analyzed complaints root cause and trends and provide insight and recommendations for improvement.
- Contained errors at the front-line team by re-engineering complaint handling journey for turnaround time reduction.
- Ensured proper adherence to quality control measures at all times.

#### Achievements:

- Launched 16 Smart Diagnostics service requests, which reduced the turnaround time of complaints from 10 to 3 working days.
- Analyzed Call Work Code containment on complaints, boosting repeat call reduction to 17%.
- Maintained 2% escalation through the addition of Robotics implementation project on remittances complaints and revision empowerment on card reversals.

#### **Department Coordinator**

April 2013 - March 2018

Emirates National Bank of Dubai • Dubai, United Arab Emirates

#### Key Responsibilities:

- Handled Emirates Office Logistics for 8 Departments on 5 different Sites with a Total staffing of 700+ employees.
- Provided executive support to the Chief Voice Operating Officer.
- Became the Scrum Master on Weekly Management Meeting for the Voice Managers.
- Maintained an organized inventory system of office supplies and worked collaboratively with procurement, and finance team.

#### Achievements:

- Successfully organized 5 high-profile international conferences attended by the Head of the Contact Centre. Managed all logistics and ensuring a seamless experience.
- Initiated and executed cost-saving measures on pantry and stationery purchases, resulting in a 15% reduction in supply expenses every year.
- Organized 17 recruitment event for UAE national recruitment on Ras Al Khaimah Call Centre Office as well as for Expat recruitment in Meydan, achieving 95% hiring indent requirements per recruitment event.

- Created a robust transportation timetable to 600 staff across voice unit ensuring that all staff will report to office on time. This includes route expansions and introducing bus stickers for better buses capacity.
- Improved office efficiency by implementing a digital filing system on various call center assets and supplies, reducing update, search and retrieval times by 30%.
- Assisted finance manager in preparing financial reports and budget tracking mainly on operational expenses, contributing to the positive company's financial results every end of the year with a saving of 20000 AED annually. (PNL)
- Drafted, edited and proofread reports and minutes of the meeting that are being sent to the head of call center

### **Team Leader - Emaar IPO Project**

October 2017 - December 2017

Emirates National Bank of Dubai • Dubai, United Arab Emirates

#### Key Responsibilities:

- Handled 21 temporary staff to handle the first Emaar IPO project in Call Center.
- Coached agents on telephony systems and product knowledge of the public offering.

#### Achievements:

- Achieved 2 % abandonment percentage at the end of the project cycle.
- Received a certificate of appreciation from client for the successful launch

### **Customer Service Representative**

September 2011 - March 2013

Emirates National Bank of Dubai • Dubai, United Arab Emirates

#### Key Responsibilities:

- Handled incoming calls of retail banking customers.
- Provided troubleshooting steps pertaining to their online and mobile banking applications.
- Assisted different banking products such as accounts, loans, credit cards and investment accounts.

#### Achievements:

- Conceptualized and proposed a highly successful Employee Engagement Program that was embraced by 100% of the company's locations. The program focuses mainly on enhancing customer experience. And this became a yearly celebration of Customer Experience Month.
- Recognized as the best agent for the "KM Hunt" project, a critical initiative aimed at identifying and rectifying inaccuracies in the Knowledge Management portal. This project played a pivotal role in ensuring that employees had access to accurate and up-to-date information, thus improving the overall efficiency and quality of customer service.
- Achieved outstanding performance metrics, including a 95% quality score, a 4.7 Customer Satisfaction (CSAT) rating, 0% adherence deviation, 300 seconds average handling time and a remarkable <1% absenteeism rate. These exceptional results led to the recognition as a top performer within just one year of employment.

### **Visual Merchandising Supervisor**

November 2009 - June 2011

Landmark Group • Dubai, United Arab Emirates

#### Key Responsibilities:

- Led and motivated a team of visual merchandisers who handle the creative look of the retail shop.
- Created visual plan to boost sales revenue.
- Planned and Executed various store openings, fashion show events and season launches across United Arab Emirates and Saudi Arabia.

#### Achievements:

- Revamped 60% of the floor plan to merchandising strategies, achieving 10% increase in sales in 3 months.
- Reduced inventory variance by 15% by implementing a systematic way of stock taking in a quarter

## **Coach Apprentice**

AIG (Foundever) • Quezon city Philippines

May 2006 - October 2009

### Key Responsibilities:

- Managed 18 staff for Insurance Sales (Accidental, Health, Permanent and Total Disability)
- Coached agents to sell on Third Party Verifier environment
- Guided and supported clients during call calibration session.

### Achievements:

- Proposed 2 product features and benefits additions to accident insurance that boost the sales output to 20%.
- Awarded as the Best Supervisor and Best Team for Q4 2008.

## **Outbound Sales Executive**

JP Morgan Chase & Co. (Foundever) • Quezon city Philippines

April 2005 - May 2006

### Key Responsibilities:

- Part of credit card acquisition team.
- Ensure that all Sales and Conversion metric is met. Achievements
- Created sales scripts which are in compliance with US banking standards.

### Achievements

- Reinforced a high-quality score of 98% through participation during client monitoring sessions.

## **EDUCATION**

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### **Strategic Leadership and Management**

University of Illinois Urbana-Champaign • Illinois, USA

### **Project Management**

University of Colorado Boulder • Colorado, USA

### **Diploma in Data Science**

Qualifi LTD • Nottinghamshire, United Kingdom

### **Bachelor of Business Administration (B.B.A.) in Marketing**

Polytechnic University of the Philippines • Manila, Philippines

## **LICENSES AND CERTIFICATIONS**

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### **LEADERSHIP | OPERATIONS MANAGEMENT | CUSTOMER EXPERIENCE**

**Chartered Manager** - Chartered Managers Canada | CIM

**Certified Implementation Leader** - Customer Operations Performance Center | COPC

**Certified in Management** - Chartered Managers Canada | CIM

**Certified Six Sigma Green Belt** - Advanced Innovation Group Pro Excellence | AIGPE

**Certified Six Sigma Yellow Belt** - Anexas Europe

**Becoming a Continuous Learner** - Emirates NBD

**Becoming an Inspirational Leader** - Emirates NBD

**Customer Experience Masterclass** - Customer Experience Professionals Association | CXPA

## **BANKING**

**CPR: Ethical Sales Principles** - Emirates NBD  
**AML and Counter Terrorist Financing** - Emirates NBD  
**Information Security Awareness** - Emirates NBD  
**Anti-Bribery and Corruption** - Emirates NBD  
**Group Sanctions Awareness** - Emirates NBD

## **PROJECT MANAGEMENT**

**Project Charter Specialist** - Project Management Institute | PMI  
**Project Management** - SkillsPass  
**Business Process Re-Engineering** - Emirates Institute of Finance | EIF  
**Agile** - Emirates Institute of Finance | EIF  
**Design Thinking** - Emirates Institute of Finance | EIF

## **DATA ANALYTICS**

**Certified Member** - International Institute of Business Analysis (IIBA)  
**Data Storytelling** - Vinsys  
**Power BI** - Vinsys  
**Data Analytics for Managers** - Emirates NBD  
**Business Continuity Management** - Emirates NBD  
**Analytics Literacy for Business Professionals** - Emirates NBD  
**Data Literacy for Business Professionals** - Emirates NBD

## **SKILLS**

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### **TECHNICAL**

Microsoft Power Apps • Microsoft Excel • Tableau • Sharepoint • Trello • Jira • Qlikview • Microsoft Power BI • Freshworks CRM • Interactive Voice Response (IVR) • Robotics Process Automation • Genesys • Sprinkler • Confluence • Kanban

### **INTERPERSONAL**

Team Leadership • Operational Excellence • Creative Problem Solving • Grievances • Analytical Skills • Critical Thinking • Problem Solving • Adaptive Leadership • Change Management • Sales and Marketing Leadership • Strategic Leadership • Data-Driven Decision Making

### **INDUSTRY / DOMAIN KNOWLEDGE**

IT Business Analysis • Project Delivery • Customer Service Operations • Investment Portfolios • Process Planning • Data Analysis • Customer Experience Management • E-Procurement • Business Overhead Expense • Executive Administration Assistance • Black Box Testing • Teller Operations • Bank Reconciliation • Workforce Planning • Fintech • Client Onboarding • Due Diligence • User Experience UX • Agile Application Development • Six Sigma • Retail Banking • Technical Support • Outbound Sales • Credit Cards • Service Quality • Data Storytelling • Customer Relationship Management (CRM) • Genesys • User Acceptance Testing • Business Process Design • Requirements Gathering • Performance Management • Budget Management • Risk Management • Scheduling

Management • Continuous Improvement • Sprint Planning user Story Mapping • Sales Operations • Product Management • Business Process Improvement • Growth Management • Revenue and Profit Growth • Key Performance Indicators • Business Strategy • Marketing Campaign Management • Customer Support • Customer Lifecycle Management • Competitive Analysis • Customer Engagement • Margin Analysis • Forecasting • Data Visualization • Agile Project Management • Lean Six Sigma DMAIC • Scrum • Coaching and Mentoring • Business Analytics • Customer Journey Mapping • Cross-functional Collaborations • Stakeholder Engagement • Business Analysis Planning and Monitoring • Data Analytics • Business Process Re-Engineering • Project Management • Agile and Waterfall Methodologies •

## **VOLUNTEER WORK**

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### **Volunteer**

Oct 2015 - Present

Emirates NBD Exchanger Programme • Dubai, United Arab Emirates

Opportunities for employees to exchange their time for community service and make a real difference.

## **AWARDS AND HONOURS**

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**Gem Sapphire Award - Top 1% Club of Exceptional Performers**

2021