

Ma Cathrina June Aranas

Customer Obsession Representative | E-commerce | Customer Service | Chat and Email Support

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My high attention to detail is something unique that I can bring to the table and deliver a WOW experience. Customer Centricity is important because we want our customers to feel valued and stay with us because of their positive journey

Work Experience

Happy Ambassador

BARK - Philippines

October 2022 to Present

- Sending follow-up emails to disconnected chats and SMS, resulting in a 15% increase in positive feedback and customer satisfaction.
- Received numerous commendations from customers for exceptional customer service and for going above and beyond to spread happiness and positivity within the workplace.
- Successfully resolved customer complaints and concerns promptly and professionally by processing refunds, replacements, and cancelation of orders, resulting in a 95% customer satisfaction rate.
- Created and maintained a positive and welcoming atmosphere, matching the customer's tone resulting in multiple customer reviews praising exceptional customer service.
- Consistently follows the retention offers focusing on giving the customers quality care.

Customer Obsession Representative

Thrasio - former AMZ All-Stars - Work from Home

November 2020 to March 2023

COR (Customer Obsession Representative)

- Handled E-Commerce (Amazon) brands acquired by Thrasio.
- Processed refunds, replacements, and cancelations of orders via Shopify, Woocommerce, Amazon Seller Central, Ware2Go, Deliverr, Shipbob, etc.
- Addressed product reviews and negative seller feedback.
- Maintained a 95% customer satisfaction rating through attentive listening and effective problem-solving techniques.
- Increased customer retention rates through proactive outreach and personalized follow-up by answering product questions.
- Successfully resolved 100% of customer issues and complaints within designated time frames and SLA via chat and email.
- Received multiple commendations from satisfied customers for providing exceptional service and resolving issues efficiently.
- Collaborated with cross-functional teams to identify and address common customer pain points, resulting in fewer customer complaints.

Supervisor

Sitel - Pasig

January 2019 to November 2020

Virgin Media U.K Sales (WEB CHAT)

- Managed a team of 15-18 employees to consistently meet and exceed production goals.
- Conducted performance evaluations and provided constructive feedback to agents, resulting in a great increase in productivity.
- Delegated tasks and responsibilities effectively such as chat audits and end-of-day reports per agent.
- Maintained a fun environment to ensure that agents were engaged and KPIs were met.

CSR - Customer Service Representative

Sitel - Pasig

2017 to January 2019

Virgin Media U.K (SALES WEB CHAT)

- Passionate in assisting customers in upgrading, and downgrading their broadband, TV, and phone services via live chat.
- Showed willingness to help by answering product questions.
- Consistently met and exceeded monthly sales quotas, resulting in recognition for top sales performance within the company.

Subject Matter Expert (SME)

Sitel

March 2015 to 2017

Agent/Mentor/Coach Track Trainee (Groupon US)

- Chat and Voice Support
- Successfully trained and mentored team members, resulting in increased productivity and improved knowledge retention within the organization.
- Delivered presentations and results to the Operations Manager regarding opportunities and improvements for our new hires.
- Focused on assisting customers with their Groupon Vouchers and answering product questions.
- Consistently followed the refund and cancelation requests protocol.

CSR - Customer Service Representative

SITEL - Pasig

July 2006 to March 2015

MCI Telco (voice)

Inbound Telemarketing

CSR

PETCO (Chat Support)

CSR Verizon DSL (Voice)

CSR

Sears Outlet (Chat Support)

Education

Bachelor's degree in Information Technology

AMA Computer College - Makati

June 2002 to November 2006

Skills

- Zendesk (4 years)
- Live Chat (10+ years)
- Customer service (10+ years)
- E-Commerce (2 years)
- Account Management (2 years)
- Slack (3 years)
- Shopify (2 years)
- WooCommerce (2 years)
- Walmart (2 years)
- Amazon Seller Central (2 years)
- Ameyo (Less than 1 year)
- Ware2Go (2 years)
- Deliverr (2 years)
- Shipbob (2 years)
- Typing (10+ years)

Languages

- English - Native
- Tagalog - Expert

Links

<https://www.linkedin.com/in/cath-aranas/>

<https://www.onlinejobs.ph/jobseekers/info/2087214>

Certifications and Licenses

How To Become a Shopify Expert (from Zero to Hero!)

June 2022 to Present

Udemy Online Course

Credential ID UC-7353aa68-a873-40de-85b1-7515d162b76d

SEO for Beginners: Rank #1 on Google with SEO

June 2022 to Present

Udemy Online Course

Credential ID UC-6d141ef1-d852-491e-abe9-b84104d5a630

Accounting 101: How to read an Accounting Balance Sheet

May 2022 to Present

Udemy Online Course

Credential ID UC-70d0bfe3-28a6-4f5c-80dd-f0aa5ef7eb63