

# RANDA SYADEWA

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## About Me

Customer operations and experience professional with over seven years of hands-on experience in service quality improvement, operational management, and cross-functional coordination across client-facing and back-office teams. Adept at turning customer feedback and performance metrics into actionable strategies that drive retention, efficiency, and satisfaction. Strong in stakeholder coordination, process analysis, and continuous improvement, with proven expertise using CRM and analytical tools including Salesforce-Hybris, Zendesk, Airtable, and Google Workspace.

## Skills

KPI & SLA Monitoring, Data Analysis & Reporting (Google Sheets, Excel, Airtable), CRM Tools (Salesforce, Zendesk), Cross-Functional Project Coordination, Client Communication & Issue Resolution Communication & Training.

## Language

Bahasa Indonesia (Native), English (Full Professional Proficiency).

## Professional Experience

### International Workplace Group

Jakarta, Indonesia

Community Associate

July 2024 – Now

- Manage daily operations across client relations, workspace allocation, and financial documentation including rental, tax, and invoice tracking.
- Coordinate with global IT and finance teams to maintain CRM accuracy, support stakeholder coordination, and ensure billing compliance.
- Achieved a center occupancy increase from 58% to 67.7% in Q2 2025 through customer retention programs, upselling initiatives, and proactive customer engagement strategies.
- Support customer onboarding and handover process for new clients to ensure a smooth experience and continuous service improvement.

### PT Equdero Layanan Indonesia

Jakarta, Indonesia

Community Manager

July 2022– Apr 2024

- Collected and analyzed customer feedback to identify service gaps and improvement opportunities.
- Conducted customer feedback analysis and presented insights to internal teams to enhance engagement and process efficiency.
- Coordinated with vendors, marketing, and operations teams to support event execution and service innovation initiatives.
- Monitored day-to-day operations and performance metrics to ensure consistent service quality and adherence to standards.

### PT Sangati Soerya Sejahtera

Jakarta, Indonesia

Customer Service Assistant Manager

May 2022 – July 2022

- Designed and implemented data-driven SOPs to support continuous improvement in customer service processes.
- Conducted internal performance analysis to identify root causes of service issues and develop corrective action plans.
- Led training and coaching sessions to ensure team readiness and improve quality consistency.
- Supported management with reporting and stakeholder coordination across departments.

### PT Gooroo Indonesia

Jakarta, Indonesia

Customer Experience Lead

Nov 2020 - April 2022

- Conducted NPS surveys and analyzed customer data to identify behavioral trends and service gaps.
- Created SOPs and implemented process improvements that increased customer satisfaction by 11%.
- Collaborated with operations, marketing, and IT to translate feedback into actionable strategies.
- Mentored team members to improve service quality, response consistency, and data accuracy.

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## PT Bukalapak

Jakarta, Indonesia

*Live Chat Quality Control Team Lead / Real-Time Monitoring / Return & Shipment*

Oct 2017 – Aug 2019

- Led and coached over 30 agents to ensure consistent service quality, SLA compliance, and customer satisfaction.
- Evaluated chat performance, analyzed feedback, and developed guidelines for tone and response quality.
- Created and maintained reporting dashboards for performance tracking and escalation handling.
- Coordinated across departments to resolve technical and operational issues efficiently.

## PT Tokopedia

Jakarta, Indonesia

*Social Media Customer Service*

May 2017 – Aug 2017

- Delivered timely and empathetic responses across multiple digital channels, maintaining high CSAT scores.
- Provided efficient problem resolution and guidance to ensure positive customer experiences.

## Education

**Universitas Bina Sarana Informatika**

Jakarta, Indonesia

*Broadcasting, GPA: 3.32/4.00*

## Achievements

**The Best Agent Award** for three consecutive months as a Customer Service Agent at Bukalapak, February to April 2018.