

# RAPISAH NOR IBRAHIM

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## Summary

Confident Retail Productivity Specialist, successful at increasing monthly revenue using insightful marketing strategies and aggressive product development. Skilled at understanding customer and employee requests and meeting needs. Further success by strengthening staff training, streamlining internal systems and facilitating sales techniques.

## Experience

**RETAIL CHANNEL PRODUCTIVITY**, 09/1998 - Current

**Maxis Mobile Sdn Bhd** - Shah Alam

Retail Channel Productivity Specialist

### Performance Management

- Managing New Talent Acquisition for all Retail Channels ensuring that Qualities of candidate are maintained to the expected standards.
- Maximising Crew Performance through Motivation and Rewards Program.
- Monitor Process Improvement Plan for all Non Performing Crew.
- At present each Crew is achieving at least 50 sales per month.

### Service Assurance

- Liaison for Touch Point Net Promoters Score (TPNPS) for all Retail Outlets.
- Work with Top and Bottom Store Performer to share challenges and best practices.
- At present, we have achieved +72 TPNPS for all Retail outlet through diligent monitoring.

### Promoters Management

- Handling 150 Maxis Ambassadors to create awareness and upsell all Maxis Products.
- Managing Performance of Maxis Ambassadors to achieve Sales Targets.
- Provide a way for promoters to promote your brand: Offer tools, resources, and incentives for promoters to spread the word about the Maxis Brand.
- At present we have achieved about 5K Sales monthly .

### Online Media

- Govern all Social Media Platforms for all Retail Outlet (GMB, Facebook, Tik Tok)
- Empowering all SocMed PIC with Education and Tools to create content for their store.
- Create Rewards Programs to all store to produce contents such as GLAM Challenge.

**Learning and Development Specialist**, 01/2010 - Current

**Maxis Mobile Sdn Bhd** - Shah Alam, Malaysia

Service Skills Specialist

- Empower crew with service skills training ensuring customers satisfaction which leads to GREAT Brand NPS Score,
- Create Content suitable for Contact Centre and Retail Environment.
- Change Culture Program, moving from being transactional to creating relationship with customer. The results of this program that we have achieve a high score of TPNPS of +65 and first call resolution of 95%.
- Leadership programs for your Maxis Centre Heads to inculcate leadership skills and strategies.
- Collaborated with Subject Matter Experts (SME)s to design impressive programme syllabus.
- Measured quality and effectiveness of training programmes using established methods.
- Assessed training needs of individuals and organisations and helped set up programs to meet needs.

## Skills

- Certified Professional Coach (CPC)
- Classroom experience
- Training and development
- Relationship building and management
- Problem-solving
- Communication skills
- Positive attitude
- Calm under pressure

## **Education**

**2017 Institute of Human Resource Managment** - Kuala Lumpur

**Certificate of Higher Education** Human Resource

Content of course

- Benefits and Compensation
- Work Safety
- Managing People

**1988 Sekolah Menengah Convent Klang** - Klang

**SPM** High School

## **Certifications**

Certified Professional Coach specialising in Personal Development .

- Coaching License by MACC (Malaysion Association of Certified Coaches)