ARAMAE CABANDING



About Me

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Philippines

Experienced customer service and quality assurance professional with a strong track record of clear client communication, attention to detail, and delivering consistently high-quality outcomes. Brings additional expertise in AI automation and web solutions, applying the same service-driven mindset and quality standards to building digital tools that improve efficiency and user experience for businesses.

EMPLOYMENT HISTORY

March 2022 - February 2026
- **VGW Holdings Ltd.**

June 2021 – April 2022
- **TDCX Ph Inc.**

September 2019 – May 2021
- **Conduit Global/KGB Phils**

February 2018 – August 2019
- **ePerformax Contact Centers and BPO**

SKILLS SUMMARY

Soft Skills
- Interpersonal and Collaboration
- Analytical and decision-making
- Problem-solving
- Ethical and Positive Attitude
- Time Management

Hard Skills
- Google Products (Docs, Sheets, Keep, Drive)
- Email and Communications (Slack, Gmail)
- Productivity (Zendesk, Canva)
- Social Media (Facebook, Instagram)

CUSTOMER SERVICE EXPERIENCE

As an Ad Support:

• Provided post-sales customer service and troubleshooting support through email/phone/chat to the client's B2B customers
• Supported advertising customers and delivered consultative support
• Performed data analysis to improve advertising customer experience and ensure higher return in investment
• Gathered client and partner feedback to enhance ad products and the customer experience

As a Technical Support Advisor:

• Responded and addressed customers` problems in a timely manner while utilizing the support system
• Supported customers in a high quality, engaging, and empathetic 1:1 discussion. Troubleshoot technical issue if required.
• Utilized proprietary and external tools and resources to identify and resolve customers` inquiries
• Provided feedback on tools, resources, procedures, and guidelines to enhance workflow and the customer experience
• Understood the technical back end and operations of the project/campaign
• Improved and expanded technical knowledge and familiarity with technical issues to better assist customers

As a Senior Chat Support Representative:

• Answered incoming calls from customers and responded to requests about installation, disconnection, or changes to service
• Identified customer needs and proactively offered products and services
• Investigated and resolved customer inquiries and disputes on service, billing, rates, adjustments, and account issues
• Responded to requests from customers about the products and services
• Verified service order accuracy and completeness and made corrections/changes, as needed
• Negotiated the collection of overdue bills

As a Community Support Agent:

• Developed strategic relationships with merchant decision makers, including product owners
• Partnered with merchant to develop strategy, build trust, and demonstrated the value of the company
• Proactively delivered value to merchants through ongoing use and optimization of existing products
• Advocated for merchant with internal teams, including product, technical support, etc
• Drove merchant retention through ongoing relationship management and churn
• Provided reactive servicing for production outages, refund approvals, brand risk, product gap escalations, chargeback adjudications, etc.
• Addressed compliance, risk, and regulatory concerns, field incoming reporting and reconciliation questions, and addressed questions and complete formal analyses on declines and interchange

AI SKILLS SUMMARY

AI & Automation
- AI workflow automation
- Multi-agent AI systems
- Business process automation
- AI chatbot implementation

Web Development
- Custom website development
- Responsive design
- Frontend development
- Website performance optimization

Design
- UX/UI design
- Website wireframing
- Brand-aligned digital design
- Conversion-focused layout design

Business Solutions
- AI implementation strategy
- Digital workflow optimization
- Client requirement analysis

AI TECH EXPERIENCE

- Led operational coordination of an AI-powered agent ecosystem partnering directly with the founder to align business objectives with automated workflows
- Managed end-to-end deployment and maintenance of a custom AI assistant serving as the team's central communication and reporting hub across Discord, web, and internal systems
- Oversaw daily AI-assisted development operations including task prioritization and end-of-day reporting pipelines
- Coordinated multi-agent orchestration strategies to streamline code review, quality assurance, and deployment across concurrent projects
- Bridged technical teams and business stakeholders by managing infrastructure decisions, vendor tooling (Claude Code, Supabase, GitHub Actions), and team communication channels
- Ensured reliable delivery and operational visibility across the full project lifecycle

LEADERSHIP EXPERIENCE

As a Subject Matter Expert:
- Utilized my advanced knowledge and expertise in the products I handled by sharing best practices to newbies and colleagues along with the guidance of my leaders and supervisors
- Helped resolve technicalities in knowledge bases by providing feedback and immediate resolutions for the matters involved for a smoother flow of processes and easy to understand instructions
- Provided documentation regarding specialized organizational processes for a more efficient workflow
- Continued to gain knowledge by seeking feedback from different colleagues like newbies, team leaders, and supervisors

As an Interim Team Manager:
- Facilitated team huddles to discuss process changes
- Created documentation for end-of-day reports
- Organized tasks, schedules and responsibilities of the agents I've handled
- Planned different strategies to improve KPIs especially customer satisfaction
- Demonstrated positive attitude and behavior towards other team managers and agents and promoted healthy communication for individual and team growth
- Practiced wise decision-making techniques by analyzing the advantages and disadvantages of the outcomes of my choices

As a Quality Assurance Specialist:
- Review and assess live chat, email, and phone interactions between customer support agents and players to ensure high-quality service.
- Monitor tone, accuracy, professionalism, and adherence to company policies.
- Develop and maintain quality scorecards to objectively evaluate agent performance.
- Provide detailed feedback and scoring across communication, empathy, resolution, compliance, and player satisfaction.
- Ensure all customer interactions comply with regulatory standards, including KYC (Know Your Customer), AML (Anti-Money Laundering), and Responsible Gaming.
- Report and flag potential breaches or misconduct for internal review.
- Work closely with team leads to review reports and align on training priorities.
- Identify inefficiencies or inconsistencies in customer support processes and recommend improvements to workflows or communication strategies.
- Analyze recurring player issues or complaints and identify root causes related to support processes or product shortcomings.