

# MUHAMMAD ARFIE ALFYANDRA

CUSTOMER EXPERIENCE & OPERATIONS LEADER | CX Strategy • Service Transformation • Customer Operations

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## EXECUTIVE PROFILE

**Customer Experience & Operations leader with 8+ years of experience** across automotive, mobility, telecommunications, banking, and service operations. Experienced in leading frontline teams, managing complex customer escalations, and improving end-to-end service journeys. Combines operational leadership with a builder mindset, translating customer friction into structured processes, digital workflows, dashboards, automation, and practical CX solutions.

## CAREER HIGHLIGHTS

|                                                                                                                |                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| <b>67% faster chat response</b><br>Reduced response time from 18 min to 6 min at TRAC Astra                    | <b>15% CSAT improvement</b><br>Delivered within 6 months through service standards and CX improvements               |
| <b>5-workshop service journey</b><br>Built booking workflows and capacity visibility for aftersales operations | <b>CX systems &amp; automation</b><br>Built booking, omnichannel, AI-assisted service, CRM, and automation solutions |

## PROFESSIONAL EXPERIENCE

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| <b>CUSTOMER CARE COORDINATOR</b><br><b>MAKA Motors</b>   Jakarta                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sep 2024 - Present  |
| <ul style="list-style-type: none"><li>Lead Customer Care and Aftersales CX operations across phone and WhatsApp channels, coordinating a 5-person BPO team supporting approximately 70-100 daily customer interactions.</li><li>Designed and implemented a production Booking Service System and structured booking workflows supporting capacity visibility across 5 workshops.</li><li>Own key aftersales journeys including post-delivery follow-up, service invitation, periodic service reminders, workshop booking, post-service feedback, and complaint resolution.</li><li>Built operational dashboards for booking capacity, towing requests, ticket aging, resolution monitoring, and frontline performance visibility.</li><li>Standardized CRM ticket categories and interaction logging; developed knowledge-base structures and automation initiatives to improve data quality, traceability, and service consistency.</li><li>Coordinate cross-functional customer resolution with Aftersales, Workshop, Operations, Product, and technology teams, including coordination of a replacement-unit program covering 200+ customer cases.</li></ul> |                     |
| <b>CUSTOMER RELATIONS SUPERVISOR</b><br><b>PT Mora Telematika Indonesia, Tbk</b>   Jakarta                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Jan 2024 - Sep 2024 |
| <ul style="list-style-type: none"><li>Managed customer relationships, complex complaints, and service recovery for enterprise accounts, acting as a second-level escalation point.</li><li>Coordinated resolution with Network, Technical Support, Operations, and related teams to manage high-impact service issues and recurring customer pain points.</li><li>Monitored open escalations and service levels, maintained proactive customer communication, and contributed monthly CX reporting and retention-focused improvement initiatives.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |
| <b>CUSTOMER SERVICE TEAM LEAD</b><br><b>PT Serasi Autoraya (TRAC Astra)</b>   Jakarta                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Jan 2023 - Jan 2024 |
| <ul style="list-style-type: none"><li>Led daily Customer Service operations with responsibility for team KPIs, service quality, coaching, performance monitoring, and continuous improvement.</li><li>Reduced average Chat Response Time by approximately 67%, from 18 minutes to 6 minutes, through workflow and service-process improvements.</li><li>Monitored Voice of Customer, complaint trends, and recurring pain points; collaborated with Customer Relation, Product, and Operations teams to drive service improvements.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                     |

CUSTOMER EXPERIENCE

Aug 2019 - Dec 2022

PT Serasi Autoraya (TRAC Astra) | South Jakarta

- Managed omnichannel customer interactions across Call, WhatsApp, Email, and Live Chat for mobility and rental services, covering inquiries, complaints, service issues, and feedback.
- Captured Voice of Customer and translated recurring customer friction into insights for Operations, Product, Customer Relation, and Marketing teams.
- Supported customer adoption of TRAC digital products and identified usability issues and journey friction for product and process improvement.

Recognition: Best Customer Service Agent, Q1 2021 • Astra Most Valuable Employee Candidate, 2023

CUSTOMER SERVICE EXECUTIVE

Dec 2018 - Jun 2019

Aegis Malaysia Sdn. Bhd. | Malaysia

- Handled customer service in a regional environment, supporting CRM adoption, service quality, customer advisory, and upselling/cross-selling.

NATIONAL PROJECT COORDINATOR

Mar 2018 - Sep 2018

PT Ozemitra Nusantara | Indonesia

- Led nationwide field operations across 7 Team Leaders and 83 field personnel, overseeing reporting, data accuracy, coordination, and client delivery.

AREA SUPERVISOR

Sep 2017 - Feb 2018

PT Indomarco Prismatama | Indonesia

- Managed store coverage, sales promotions, stock audits, operational reporting, and area-level execution.

CUSTOMER SERVICE OFFICER

Nov 2013 - Nov 2016

PT Bank Central Asia, Tbk | Jakarta

- Handled account services, complaints, B2B transactions, customer advisory, active selling, and service recovery.

SELECTED CX TECHNOLOGY & ENTREPRENEURIAL EXPERIENCE

FOUNDER & PRODUCT BUILDER

2026 - Present

Bapackweb | Jakarta

- Founded a customer-focused digital solutions initiative, managing client discovery, solution design, delivery, handover, and after-sales support.
- Built production CX products including Bapack Omnichannel for centralized customer operations, BapackAI for knowledge-base-driven AI customer service, and BapackCRM for ticketing, lifecycle management, and service automation.
- Translate real customer-service and small-business workflows into practical digital products, automation, dashboards, and AI-assisted operations.

CORE CAPABILITIES

- |                                |                              |                                        |
|--------------------------------|------------------------------|----------------------------------------|
| • Customer Experience Strategy | • Customer Operations        | • Customer Journey & Service Design    |
| • Voice of Customer (VoC)      | • CRM & Ticketing            | • Omnichannel Operations               |
| • Service Quality & QA         | • Team Leadership & Coaching | • Escalation & Service Recovery        |
| • Process Improvement          | • CX Analytics & Dashboards  | • Workflow Automation & AI-Assisted CX |

EDUCATION & PROFESSIONAL DEVELOPMENT

Jakarta International College

Bachelor of Economics, Marketing Management  
2013 - 2017

Professional Development

CRM 101 - Mekari University  
Project Management - Great Learning  
PRO A Data Analyst - Kominfo

LANGUAGES

Bahasa Indonesia - Native • English - Intermediate • Arabic - Basic