

April 22, 2009

Re : Job application in Shanghai

Dear Sir / Madam,

I would like to enquire on the job availabilities in Shanghai. Enclosed is my resume for your kind perusal.

Currently I am the Technical Support Manager of Samsung Asia Private Ltd, with full responsibility for Warranty Policy Establishment, Comprehensive Service Performance Evaluation, Service Network Management and Service Investment which I am directly supervising 20 staff. I have also held supervisory positions in both service marketing and regional technical training. I have directed the planning and co-ordination of a major Southeast Asia conference on Customer Service & Technical Workshop which involves the participation of several international parties. The position has been a rewarding one and my experience in this field has given me the ability to achieve desired results in the most efficient manner possible.

I believe my dedication, extensive background and experiences in this company will serve the position profitably. Therefore, I am looking forward to new challenges and would very much like to join the company to tap on my expertise in bringing some new fresh insights to my new role as well as for wider exposure.

After you have reviewed the enclosed resume, I hope you can call me at (65)-96266778 or reach me at my email [cruis@hotmail.com](mailto:cruis@hotmail.com) so that we can both discuss your expectations and the qualities that I can bring to the desired company/position. I look forward to receiving your call and thank you in advance for your kind consideration.

Thank You.

Yours sincerely,

Sew Chong

## Personal Particulars

Name: Sew Chong

Gender: Male

NRIC No.: S18178776

Nationality: Singaporean

Date of Birth: 18 July 1967

Race / Dialect: Chinese / Cantonese

Marital Status: Married

Residential Address: Block 100C, Edgefield Plains, Singapore 827703

Contact Number: Mobile phone (65) 96207777

## Education:

Place of Study : Poi Ching School

Years of Study : 1973 – 1980

Certificate Attained: PSLE

Place of Study : Deyi Secondary School

Years of Study : 1981 – 1984

Certificate Attained: GCE Level 5 Credits

Other Certifications	Year Obtained
• Sanyo Electronics Engineering	1988
• ITE – NTC3 & NTC 2	1992
• Informatics – HTML Programming	1998
• Diploma – Electronics Engineering	1998
• Basic Fire Fighting Course	1985
• Effective Counseling & Feedback for Performance Coaching	2005
• Basic Six Sigma	2004

## Career Objective:

Technical Support Manager in a MNC with proven ability to conceptualize, structure, and achieve Service KPI seeks to join a reputable company in Shanghai. After eleven years of active responsibility in the MNC (Samsung Asia Private Ltd – Electronics Business Division), I would like to seek a new position in a company that offers new challenges as well as opportunities which will utilize my extensive background, experience, skills, and knowledge from 11 years of increasing responsibility in the service and regional support fields.

## Achievements:

- Received SIMS (Samsung Integrated Management System) champion recognition award.
- Received Service Class Award from Spring Singapore. It is an overall framework for organization excellence with the objective of developing service capabilities of organization in Singapore. First company to achieve this award in the industry.
- Received SWAT Competition Award in competition with other subsidiaries.
- Setup of AST Computer Depot at Bangalore as well as major Customer Service Plaza to provide a quick, efficient and one stop convenient service to the customers.
- Support & achieved Number 1 in Sales of Samsung LCD TV.
- Setup of Regional training center to provide high quality training to technicians/engineers to upgrade their technical knowledge and skills.
- Standardization of Mobile phone service process.
- Created awareness of Samsung Mobile phones by introducing concierge service, free clinic and service reservations.
- Achieved two consecutive MBO (Management by Objectives) awards from Samsung management. MBO is a systematic and organized approach that allows management to focus on achievable goals and to attain the best possible results from available resources. It aims to increase organizational performance by aligning goals and subordinate objectives throughout the organization.

## Working Experiences:

### - Samsung Asia Private Ltd – Electronics Business Division

Technical Support Manager (2002 till present)

- Give support to the marketing activities of the company.
- To foresee and prevent serious quality problems from occurring.
- Review, analyze and report to SEC (Samsung Electronic Corporation) on incoming quality trend.

- Provide GBM (Global Business Management) with quality information to improve the product quality.
- Enhance product knowledge for familiarization of new models launch.
- Provide Technical Support, QC and Training on products sold by SAPL. Technical Support policy and procedures form a compendium of operational guidelines meant to serve as a foundation from which to manage service support activities.
- Create training plan for new products/technology introduction.
- Submit budget based on training plan balancing cost efficiency and program scope/quality.
- Edit/create technical publications such as Owner's Manual, service bulletins, repair guides, PVI (Product Value Information) and FAQ's.
- Develop yearly plan and strategy for field service and training coordination.
- Generate reports on activities of the month, service performance index and number of warranty claims reviewed.
- Process Warranty Repair bills to check on validity and accuracy.
- Management of 6 authorized service centers.
- To monitor and benchmark on competitors.
- Monitor of spare parts inventory to cater for customers' satisfaction by providing fast repair turnaround time.
- Evaluation of employees' performance according to their job responsibilities.
- Produce Division P&L (Profit & Loss) in co-ordination with the subsidiaries accounting departments.
- Support service of emerging market.
- Product evaluation of new all models launched.

- Samsung Asia Private Ltd – Asia Customer Satisfactory Division

Assistant Manager (1999 to 2002)

- To provide accurate and efficient support to internal service related departments and external regional networks in order to achieve optimum service performance linked with local service network and SEC Korea.
- Evaluation of employees' performance according to their job responsibilities.
- Monitoring of Service Key Performance Index (KPI).
- Establishment of Warranty Policy and control of warranty provisions.
- Survey of competitors' service activities.
- Organize and chair regional conference on semi-annual basis to discuss on Customer Service strategy activities and evaluate performance.

- To provide Regional service system maintenance.
- To act as a contact point for SEC (Samsung Electronic Corporation) Korea and local Samsung subsidiaries in service related policies and procedures.
- Submission of Monthly Corporate Reports.

- Samsung Asia Private Ltd – Global Parts Center

Global Executive (1996 to 1999)

- To ensure objectivity of parts operation results by establishing index calculation standards for Depot, the Parts Supply Base, Sales Subsidiary and Production Subsidiary.
- Conduct periodic calculation and monitoring of parts operation indices, and utilize them for seeking improvements in poor performing Depots and indices.
- To establish parts supply policy.
- To assist in the parts operation of subsidiaries and customers.
- To liaise and procure local parts from GPC-Korea as well as local factories by analyzing parts usage through LPA and to supply to Agents, OEM, Depots and Pan Asia Subsidiaries.
- Responsible for Pan-Asia parts planning and procurement. Examples : Back Order Management, Parts Return Process, Safety Order Processing, Initial Order Processing, Bulk Parts Ordering, Outstanding Purchase Order Management and Worldwide Sourcing Management.
- Surplus stock scrapping to prevent redundancy of inventory.
- Provide new information and updates for initial parts purchase.
- To determine mode of payment as well as responsible for overdue Accounts Receivable from agents, OEM and authorized service center.
- Co-ordination with Logistics department to ensure on-time goods arrival from vendors and to ship out on timely basis to respective destinations.
- To work together with Logistic Department on selection of forwarders and to negotiate with forwarders on mode of delivery and shipping terms.
- Parts price benchmarking so as to offer competitive quotations to agents, OEM and authorized service centers to sustain long term operations and good business relationship.

- Tomlihan Private Ltd

Senior Engineer (1989 to 1996)

- Involve in supervision of technicians on daily workshop and outdoor activities such as VHF/UHF Amateur Radios & Repeater installations, repairs and etc.
- Liase with customers to provide after sales service.
- Provide advice on technical matters to manufacturers and technicians for quality improvements.
- Issue of Sales Orders.

- Sanyo Electronic Singapore Private Ltd

Engineer (1988 to 1989)

- Assist foreman in technical matters to ensure compliance with technical specifications.
- Supervise and monitor of technicians' performance to maintain active production output.
- Provide quality reports to engineering department for quality improvements.
- Analyze quality trend.

Top Skills		
Skill	Years	Proficiency
• Proficiency in <b>SAP System</b> for Sales Distribution, Material Management, Quality Management and Logistics Module.	>7	Advanced
• Proficiency in XELUS (LPA) forecasting system for parts planning	>3	Intermediate
• Strong analytical & problem solving skill	>6	Advanced
• Managerial skill	>6	Advanced
• Auditing skill	>7	Advanced
• Time management skill	>6	Advanced
• Microsoft office (Excel, Word, Powerpoint)	>12	Advanced
• AS400	>4	Intermediate
Language		
	Proficiency (0=Poor - 10=Excellent)	
Language	Spoken	Written
English	8	7

Chinese	8	7
Hokkien	6	3
Cantonese	7	7
Korean	1	0

Additional Information		
• Willing to travel	:	Yes (100%)
• Current salary	:	SGD 5200.00
• Expected salary	:	SGD 6200.00 (Negotiable)
• Availability	:	One month notice
• Reason for leaving	:	Career advancement
Reference		
• Name	:	Bia Lu
• Contact Number	:	65-9860970
• Email	:	<a href="mailto:bia@ix-mobile.com">bia@ix-mobile.com</a>
• Position	:	Director
• Company	:	Sixty Pte Ltd
• Relationship	:	Service Partner
	:	
• Name	:	Goh Chua
• Contact Number	:	65-9756586868
• Email	:	<a href="mailto:Chau@samsung.com">Chau@samsung.com</a>
• Position	:	Operation Support Manager
• Company	:	Samsung Asia Pte Ltd

• Relationship

:

Colleague