

# LIEW GUO SHENG

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## PROFESSIONAL SUMMARY

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Quality Assurance and Customer Experience Leader with more than 10 years of experience driving operational excellence, quality governance, customer satisfaction, compliance, and performance improvement across contact center, insurance, banking, and financial services environments. Demonstrated success in leading QA teams, developing audit frameworks, conducting stakeholder calibrations, implementing process improvements, and leveraging analytics to enhance service quality and business outcomes.

## CORE COMPETENCIES

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Quality Assurance Leadership Customer Experience Management Performance Coaching.  
Stakeholder Management Process Improvement Audit & Compliance Contact Centre Operations Data Analysis & Reporting Team Leadership Training & Development Root Cause Analysis SOP Development Risk Management

## PROFESSIONAL EXPERIENCE

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### TDCX (SG) PTE LTD, Singapore

#### Executive, Quality Lead | Dec 2025 - Present

- Lead and coach a team of Quality Analysts responsible for omni-channel contact centre quality evaluations.
- Drive process improvement initiatives, audit governance, SLA compliance, productivity management, and operational excellence.
- Conduct performance reviews, identify capability gaps, and implement targeted coaching and development plans.
- Partner with stakeholders to evaluate compliance, provide actionable insights, and improve quality performance.
- Collaborate cross-functionally to enhance QA frameworks and strengthen evaluation methodologies.
- Partnered with Sales Operations to design and execute QA glidepaths, supporting performance improvement and achievement of organizational targets.
- Designed and automated cross-functional reporting frameworks for QA performance, variance analysis, and revenue tracking, enabling data-driven decision-making.

### TDCX (SG) PTE LTD, Singapore

#### Customer Experience Officer | Dec 2021-Nov 2025

- Performed weekly quality audits and participated in calibration sessions to maintain scoring consistency.
- Delivered coaching sessions to Marketing Experts, driving continuous performance improvement.
- Partnered with client stakeholders to audit decisions and ensure accurate feedback dissemination.
- Facilitated monthly calibration sessions involving clients and external auditors across multiple sites.
- Managed customer satisfaction initiatives through survey analysis and customer engagement activities.

## **AIA Singapore Pte Ltd, Singapore**

### **Quality Assurance Analyst | Sep 2019 - Dec 2021**

- Managed QA activities for telemarketing operations and ensured adherence to quality standards.
- Conducted monthly calibration exercises with stakeholders to align quality expectations.
- Delivered onboarding and quality training for new hires.
- Prepared quality, sales, and complaint performance reports for management review.
- Supported sales process enhancement initiatives and business continuity activities.

## **Chubb Insurance Singapore Limited, Singapore**

### **Quality Assurance Officer | Jul 2017-Sep 2019**

- Managed sales verification processes and complaint resolution tracking within established turnaround times.
- Produced QA and complaint reports for management and regulatory reporting requirements.
- Developed and maintained SOP documentation for quality assurance and complaint management processes.
- Provided customer dispute resolution support and facilitated on-the-job training for new employees.

## **Prudential Assurance Company Singapore Pte Ltd, Singapore**

### **Financial Consultant | Sep 2013 - Jun 2016**

- Built and managed client portfolios through referrals and relationship development.
- Provided tailored financial planning and insurance advisory solutions.
- Conducted annual portfolio reviews and managed claims servicing activities.

## **AXA Insurance Pte Ltd, Singapore**

### **Financial Planner | Jun 2012 - Aug 2013**

- Delivered personalized financial planning and insurance recommendations.
- Managed client servicing, policy reviews, and relationship management activities.

## **Standard Chartered Bank (Singapore) Limited, Singapore**

### **Fraud Analyst | Mar 2008-Aug 2008 & Jun 2011-Jan 2012**

- Investigated card disputes and potential fraud cases to minimize financial losses.
- Monitored risk reports and identified suspicious transactions.
- Performed account maintenance and provided risk mitigation recommendations.

## **HSBC Bank (Singapore) Limited, Singapore**

### **Customer Service Officer | Sep 2009-Nov 2009**

- Handled customer enquiries, feedback, and complaints while ensuring regulatory compliance.
- Provided professional phone banking support to premier banking customers.
- Identified customer needs and recommended suitable financial products and services.

## **EDUCATION & PROFESSIONAL QUALIFICATIONS**

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### **Singapore College of Insurance (2010-2017)**

Relevant Papers Passed: M5, M9, M9A, M8, M8A, HI, BCP, PGI

### **University of London**

Diploma in Economics (2010-2011)

### **Temasek Polytechnic**

Diploma in Information Technology (2005-2008)