Mikayla Ashman-Douglas

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PERSONAL STATEMENT

Customer Operations & Service Delivery Leader with over 10 years' experience leading high-performing teams within regulated customer service environments. Proven track record of improving operational performance, enhancing customer experience and delivering measurable business outcomes through coaching, continuous improvement, data analysis and stakeholder collaboration.

Experienced in service delivery, workforce planning, quality assurance, complaints management, compliance, operational reporting and customer journey improvement. Recognised for leading top-performing teams, reducing complaints by 30%, increasing customer satisfaction by 45% and reducing attrition by 45%. Currently expanding expertise in Project Management to support progression into strategic operational and programme leadership.

PROFESSIONAL EXPERIENCE

August 2024 - April 2026

Quality & Complaints Lead (DirectLine Motability Account)
Sensee Ltd - Kingsgate, 1 Tower Wharf, Birkenhead, CH41 1LH

Role Summary:
Provide Specialist quality assurance and complaints oversight within a regulated insurance environment, supporting operational leads to maintain compliance, improve customer outcomes and drive continuous service improvement through detailed analysis, coaching and performance reporting.

Key Achievements:

- Supported improvements in service quality through detailed QA audits and structured feedback
- Identified recurring complaint trends that informed service improvement initiatives
- Contributed to maintaining one of the highest-performing teams across the account
- Strengthened compliance and customer experience through consistent quality monitoring.

Key Responsibilities:

- Conduct quality assurance audits against regulatory and client standards
- Analyse complaint trends to identify root causes and improvement opportunities
- Deliver structured coaching and feedback to improve advisor performance
- Monitor compliance with quality and customer experience requirements
- Support complaint management and customer satisfaction initiatives
- Produce insight that informs operational decision-making
- Work with operational leaders to improve service quality and consistency.

March 2020 - August 2024

Operations and Quality Team Leader
Sensee Ltd - Kingsgate, 1 Tower Wharf, Birkenhead, CH41 1LH

Role Summary:
Responsible for leading the day-to-day delivery of regulated customer service operations, managing a high performance remote team of 16+ advisors across multiple client accounts.
Accountable for operational performance, service delivery, quality assurance, customer experience, workforce management, compliance and continuous improvement.
Worked collaboratively with internal stakeholders to improve service performance, reduce operational risk and deliver measurable business outcomes.

Key Achievements:

- Reduced customer complaints by 30% through targeted coaching and operational improvements
- Increased customer satisfaction scores by 45% by improving service quality and advisor performance
- Reduced employee attrition by 45% through root cause analysis and engagement initiatives
- Consistently led one of the highest-performing teams across multiple client accounts
- Produced operational reports that supported management decision-making and performance improvements
- Improved customer journey through collaboration with key stakeholders

Key Responsibilities:

- Led, coached and developed a remote team of 16+ customer service advisors
- Managed operational performance through KPI monitoring including QA, AHT, CSAT and complaints
- Conducted performance reviews, one-to-one meetings and development planning
- Led quality assurance activities to ensure regulatory compliance and service excellence
- Analysed operational data to identify trends, risks and improvement opportunities
- Managed complex customer complaints and escalations
- Produced weekly and monthly operational reports across multiple client accounts
- Collaborated with operational, quality and client stakeholders to improve customer journeys and operational processes
- Ensured compliance with regulatory and internal governance standards
- Supported workforce planning through attendance, absence and resource management

March 2013 - March 2020

Deputy Team Leader and Learning & Development Coordinator
Sensee Ltd - Kingsgate, 1 Tower Wharf, Birkenhead, CH41 1LH

Role Summary:
Supported operational leadership by delivering training, coaching and quality assurance activities that improved advisor capability, regulatory compliance and operational performance. Played a key role in onboarding new colleagues, developing high-performing teams, and driving continuous improvement.

Key Achievements:

- Improved team performance by 95% through structured coaching and KPI management
- Maintained quality assurance scores above 90%
- Reduced Average Handling Time to under 6 minutes while maintaining service quality standards
- Supported onboarding and development of over 200 employees
- Achieved over 90% success in managing underperformance through structured coaching plans.

Key Responsibilities:

- Delivered onboarding training and coaching programmes for new and existing colleagues
- Conducted quality assurance audits and compliance monitoring
- Managed performance through KPI analysis and structured coaching
- Supported operational leaders with workforce development initiatives
- Developed individual performance improvement plans
- Ensured adherence to regulatory and company standards
- Contributed to service improvements through performance analysis and feedback

CORE COMPETENCIES

- Service Delivery Management
- Operational Performance
- Continuous Improvement
- Customer Experience
- Stakeholder Management
- Cross-functional Collaboration
- Team Leadership
- Coaching & Performance Development
- Quality Assurance
- Complaints & Escalation Management
- Regulatory Compliance
- Risk Management
- Operational Reporting
- Data Analysis
- KPI & SLA Management
- Process Improvement
- Workforce Planning
- Root Cause Analysis
- Project Coordination
- Change Management
- Customer Journey Improvement

EDUCATION

- BA History - University of the West Indies
- Certificate of Higher Education in Marketing

TECHNICAL SKILLS

- Microsoft Excel
- Microsoft Teams
- Microsoft Office 365
- CRM Systems
- Verint WFM
- Avaya
- 3CX
- Genesys Cloud

PROFESSIONAL DEVELOPMENT

- Project Management (365 Careers, Udemy, In Progress)
- Google Project Management Certificate (In Progress)
- Continuous Professional Development in Service Delivery and Operational Leadership

BUSINESS EXPERIENCE

Founder | My Artsy Party Ltd | 2023 - Present

Role Summary:
Founded and manage a creative events business, specialising in premium workshops and community experiences. Responsible for strategic planning, budgeting, supplier management, marketing, stakeholder engagement and end-to-end event delivery.

Key Responsibilities:

- Plan and deliver creative workshops and community events
- Manage budgets and profitability
- Negotiate with venues and suppliers
- Lead marketing campaigns
- Build community partnerships
- Evaluate customer feedback to improve future events