

Rhiannon Griffiths

CUSTOMER SERVICE MANAGER

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Customer service manager with five years of experience running contact centre teams, currently leading a 22-person team handling 4,500+ enquiries per week for a national insurance provider. Brought first-contact resolution up from 64% to 81% and cut average handling time by 40 seconds. Previously worked in telecoms customer service, where I was promoted twice in three years.

EXPERIENCE

Customer Service Manager, Admiral Group, Cardiff Apr 2023 – Present

Managing a 22-person team across phone, email, and live chat for motor and home insurance customers.

- Improved first-contact resolution from **64% to 81%** by redesigning call scripts and introducing a knowledge base
- Reduced average handling time from **6 minutes 20 seconds to 5 minutes 40 seconds** without impacting customer satisfaction
- Team consistently hits **92%+ customer satisfaction** on post-call surveys (target: 85%)
- Reduced staff turnover from **34% to 18%** year-on-year by introducing flexible shift patterns and monthly one-to-ones

Team Leader – Customer Service, Sky UK, Cardiff Jun 2021 – Mar 2023

Led a team of 14 advisors in the broadband retention department.

- Team achieved a **save rate of 42%** on cancellation calls, 8 points above the department average
- Handled escalated complaints — resolved **95% within 48 hours**
- Coached 3 advisors who went on to be promoted to team leader roles

Customer Service Advisor, Sky UK, Cardiff Jan 2020 – May 2021

Frontline support for broadband, TV, and mobile customers.

- Handled an average of **55 calls per day** with a satisfaction rating of 94%
- Named **Advisor of the Quarter** in Q3 2020 for the highest retention rate on the floor

EDUCATION

BA (Hons) in Business & Management, Cardiff Metropolitan University, Cardiff Sep 2016 – Jun 2019

Lower Second Class Honours. Final year project on the impact of chatbots on customer satisfaction in UK retail banking.

SKILLS

Contact Centre Management • Team Leadership & Coaching • First-Contact Resolution Improvement • Workforce Management & Scheduling • Zendesk & Salesforce Service Cloud • Complaint Handling & Escalation • Quality Assurance & Call Monitoring • Staff Recruitment & Onboarding • KPI Reporting & Dashboards • Customer Retention Strategies

CERTIFICATIONS

ILM Level 3 Certificate in Leadership & Management, Institute of Leadership & Management Jan 2022 – Sep 2022

Institute of Customer Service – ServiceMark Practitioner, Institute of Customer Service Mar 2024

Mental Health First Aider, MHFA England Jun 2023

LANGUAGES

English (native) • Welsh (conversational)

PROJECTS

Knowledge Base Rebuild – Admiral Sep 2023 – Mar 2024

Overhauled the internal knowledge base used by 120+ customer service advisors across three Cardiff teams.

- Rewrote **340 articles** and restructured the navigation based on the top 50 call reasons
- Contributed to the first-contact resolution increase from **64% to 81%**

Retention Playbook – Sky UK Mar 2022 – Aug 2022

Developed a standardised approach for handling cancellation calls in the broadband retention team.

- Created **8 objection-handling scripts** based on analysis of 500+ recorded calls
- Team save rate improved from **34% to 42%** within three months of rollout

REFERENCES

Gareth Lewis

Head of Customer Operations, Admiral Group
gareth.lewis@admiral.co.uk, +44 7700 900 331

Nicola Parry

Contact Centre Manager, Sky UK
nicola.parry@sky.uk, +44 7700 900 467

EXTRA CURRICULAR ACTIVITY

Volunteer – Cardiff Citizens Advice

Jun 2022

Trained adviser handling drop-in enquiries on consumer rights and utility complaints. Helped around 80 people in 2025.

Participant – Admiral Hackathon for Customer Experience

Oct 2024 – Oct 2024

Part of a cross-functional team that prototyped an AI-assisted call summarisation tool. Our team won the internal hackathon out of 12 competing teams.