



# YVONNE NG

Trainer/Consultant

**ANBIZ**

Yvonne Ng has **over 20 years of experience providing CRM strategic and contact centre consultancy** for clients within the BFSI (Banking, Financial Services, Insurance), FMCG (Fast Moving Consumer Goods), and Trading & Distribution industries.

Her expertise includes:

- *Customer experience strategies*
- *Formulating CRM roadmaps and blueprints*
- *Constructing contact centre processes and operational setup, including process re-engineering and mapping.*

Yvonne Ng has applied her extensive skills to many successful CRM and CX implementations — many of which are **high-regulatory-requirement projects** that require the mastery of **balancing between corporate governance, customer experience, and security.**

Her unique methodology considers the **holistic perspectives** of end consumers, bank agents, and high-level corporate business objectives.

In recent years, gamification has become a core pillar in customer experiences. Yvonne's CX **training methodology also includes gamification**, focusing on sales system implementation, training courses, workshops, and more.

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