

Associate, AI Product Operations-Seller Product Operations

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Company: Lazada

Location: Vietnam

Category: other-general

Department: **Customer Service** Location: **Vietnam** Department: Customer Service Location:

Vietnam **Job Description** Team and Role Introduction:

Lazada Customer Care leverages on a suite of customer-facing products, designed to provide an enhanced customer experience ranging from chatbot, voicebot, live chat and social media channels. Lazada bots leverage on the technology capabilities of the Alibaba Group's Intelligent Services Platform, with a strong focus on enhancing customer experience using AI. Using AI technologies, our bots alleviates huge volume of service demands from our consumers. The Product Operations Analyst's job is to improve the seller experience and become the first choice for seller to do serious business. The Product solutions role includes the ability to improve AI products' customer experience by conducting data analysis, working with Research and Development teams, and driving business process changes.

Responsibilities:

- Utilize data-driven approach to analyze logs and user feedback to improve the coverage, resolution rate and customer satisfaction
- Become an expert and drive leadership and execution in processes, initiatives, and functionality as related to Customer Care platform including artificial intelligence products
- Work extensively with cross-functional stakeholders (Customer Experience, R&D, particularly algorithms engineers and product managers) to identify and implement optimal solutions in the areas identified fitting customer needs

- Construct and maintain knowledge base which align to local market needs/ customization
- Conduct user testing and support rollout for new features in local context
- Instruct AI model through annotation and prompt engineering
- Proposing and tracking key indicators and evaluation metrics of CC and AI products
- Connecting technology, products, operations and other teams to drive for business changes
- Providing reports and analysis **Job Requirements** Requirements/Qualifications(must have):

- Fluent in English written and verbal communications skills is a must
- Business level in Mandarin written and verbal communication skills is a plus
- Strong empathy and focus on people, customer experience and satisfaction
- Strong analytical skills to analyze significant amounts of data with a high level of accuracy and always maintaining attention to detail
- Proficient in Excel
- Great interpersonal, communication and presentation skills
- Demonstrated ability to implement process and identify continuous improvement opportunities
- Ability to work in a fast-paced environment where priorities change often
- Experience with Data Analytics tools and Statistics (Python, SQL, Power BI) is a plus
- Understanding on current NLP/NLU/LLM trend is a plus

Requirements/Qualifications(good to have):

- Bachelor's degree with 3-5 years experience
- Prior experience in the contact center or ecommerce industry is a plus
- Prior experience in machine learning, AI, pattern recognition, data mining, and statistics is a plus
- Strong interest and belief in AI technology

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