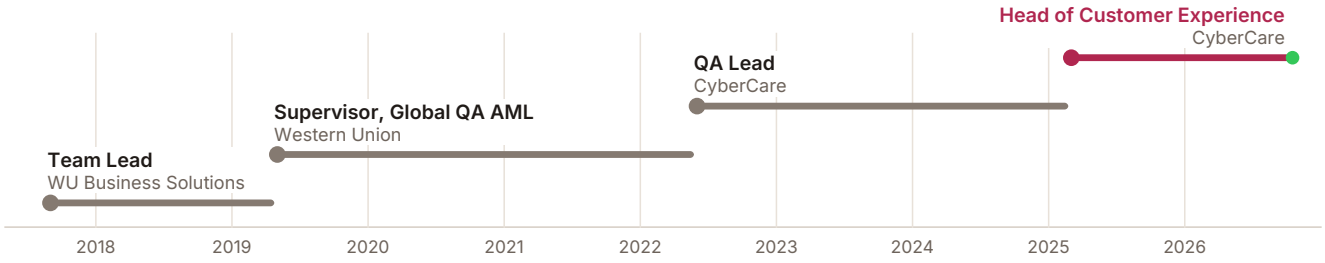
Toma Strelčiūnė

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Head of Customer Experience at CyberCare, with nine years in quality assurance, compliance and support operations. I own the full support journey for a multi-brand cybersecurity portfolio: the Help Centers customers land on, the quality of every agent conversation, and the knowledge that both human and AI agents rely on. Based in Vilnius, Lithuania.



Every role since 2017, each one step higher; lengths to scale.

EXPERIENCE

03/2025 — Now
Current

Head of Customer Experience

CyberCare · Quality Assurance · Knowledge Base

- Lead the Quality Assurance and Knowledge Base teams (**10 people**) that own the customer support journey for 7 cybersecurity brands. Also led the Training team for one quarter as interim lead, until a permanent structure was in place.
- Built **AutoQA** from scratch: an in-house AI agent that evaluates support conversations and gives agents targeted coaching on strengths and gaps. It now handles **100%** of QA evaluations for all supported products across chat and email, freeing analysts for coaching and calibration.
- Replacing a paid external QA platform with AutoQA, saving **~100k a year** in licensing.
- Leading the build of an in-house agent coaching platform: performance data, gamified development and career paths in one place for every CyberCare agent.
- Help Centers: the Knowledge Base team runs the public Help Centers for **11 brands**, keeping content accurate and routing customers to support when self-service fails. Self-service averages **~81%** across supported products.
- Knowledge for human and AI agents: the team maintains the internal knowledge library with stakeholders. It feeds both support agents and the AI support agent, which reached a handle rate of over **70%** in 2026.
- Changed how the company measures success: led a company-wide shift from CSAT alone to Resolution rate and CSAT, adopted by every CyberCare-supported product.
- Reworked the customer survey end to end — design, sending rules and strategy, and the questions asked — and own every change to it. Response rate rose from **16% to 32%**.
- Team eNPS has ranged from 28 to 50 over the years.

06/2022 — 03/2025
2 yrs 10 mo

QA Lead

CyberCare

- Led a team of **14** overseeing quality across **7 products**; **70%** of them have since grown into specialist roles across the Tesonet ecosystem.

- Rebuilt the QA process and tooling end to end, shifting QA from scoring conversations to coaching agents.
- With the team, raised CSAT from **72% to 78%** in six months by giving agents across CyberCare clear, actionable feedback on where to improve.

05/2019 — 06/2022
3 yrs 2 mo

Supervisor, Global QA AML Compliance

Western Union

> *"Immediately upon stepping into a supervisor role, Toma demonstrated customer-focused leadership by implementing metrics to identify and eliminate waste and created standard work to protect the customer across our Partner Call Center sites. [...] After problem solving the issue, Toma implemented countermeasures that reduced the QA variance by almost 40%."*
> WU Way Star award, Western Union

- Led a team of **10** covering **2 products** in **5 languages**.
- Found a gap in how quality was executed across the department and cut QA variance by **almost 40%**. Recognised with the WU Way Star award.
- The team was the main point of contact with the US Department of Justice, checking in-house that the company met every regulatory requirement.
- Worked closely with the global documentation and training teams to improve the agent journey company-wide, so processes and training materials were updated quickly from the latest QA findings.

09/2017 — 05/2019
1 yr 9 mo

Team Lead, Reaccreditation (B2B)

Western Union Business Solutions

- Cut the reaccreditation process from **24 steps to 16**, speeding up customer reaccreditation and clearing the UK and US backlog to zero. The new process was rolled out to every reaccreditation team in the department.
- Migrated all team processes to new systems and configured them around how the team works, including UK case creation in Salesforce and a GBP NA queue that made the team's work visible.
- Built the QA process and recognition system for the whole department from scratch, with measurable performance gains. This work led to an invitation to join Western Union's Global QA AML Compliance team as Supervisor.

STRENGTHS · LANGUAGES · EDUCATION

Quality assurance & coaching
AI in customer support
Knowledge management & Help Centers
SEO for Help Center content
Lean operations
AML & compliance QA
Team building, hiring & development
Stakeholder management
Salesforce
Zendesk

Lithuanian
Native

English
Professional

Spanish
Elementary

BA in Classical Music Performance
Middlesex University, London
2011 — 2014