

Toma Strelčiūnė

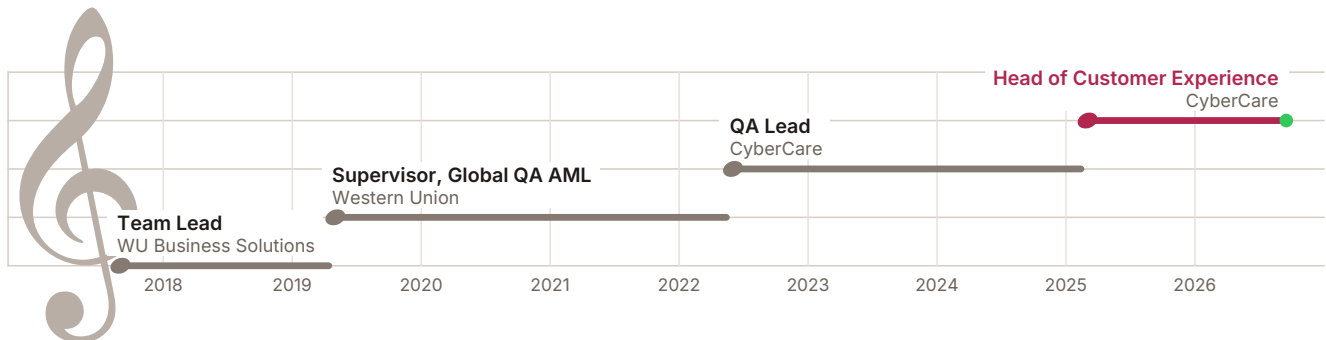
Head of Customer Experience · CyberCare

Vilnius, Lithuania

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Head of Customer Experience at CyberCare. I lead the people behind quality, training and knowledge, and I measure the work simply: everyone's day should be a little easier than yesterday. Based in Vilnius, Lithuania.



Every role since 2017, one line higher on the staff; lengths to scale.

EXPERIENCE

03/2025 — Now

Current

Head of Customer Experience

CyberCare · QA · Training · Knowledge Base

- Lead three teams — Quality Assurance, Training and the Knowledge Base — that work as one toward a single goal: customer experiences worth remembering.
- Keep the everyday focus on growth, collaboration and genuinely caring about the work.

06/2022 — 03/2025

2 yrs 10 mo

QA Lead

CyberCare

- Led quality assurance at CyberCare for almost three years, then stepped up to head customer experience.

05/2019 — 06/2022

3 yrs 2 mo

Supervisor, Global QA AML Compliance Team

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**, across two grades and sets of responsibilities.
- Found a gap in how quality was executed, solved it, and cut QA variance by **almost 40%**.
- Introduced metrics to find and eliminate waste, and standard work that protects the customer across partner call-centre sites.
- Implemented QA standards, and kept the Consumer Protection and Fraud Claims evaluation quotas on target.
- Brought new products into QA smoothly and transparently, with full support for the team and good relationships with operations partners.

- Hired, onboarded and coached: time with each person, and career paths agreed together.

09/2017 — 05/2019
1 yr 9 mo

Team Lead, Reaccreditation (B2B)

Western Union Business Solutions

- Cleared the UK and USA reaccreditation backlog with a new strategy and reallocated resources.
- Introduced UK reaccreditation case creation in Salesforce, removing waste from the process, and set up a GBP NA queue so the team's work was visible.
- Worked directly with Global Compliance to improve global reaccreditation procedures.
- Built a new quality-evaluation process for the team, which led to marked performance improvements.
- Created a recognition and reward plan, then handed over the UK process with an action plan and support for the new team lead.

STRENGTHS · LANGUAGES · EDUCATION

Lean operations
Lean management
Quality assurance
AML compliance
Customer experience
Coaching & development
Knowledge management
Document management
Salesforce

Lithuanian
Native

English
Professional

Spanish
Elementary

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