



MAC MUNSAYAC, MBA

Enthusiast

DISC Type : i

Vice President and Head of Customer Experience at Philippine Airlines

Quezon City, National Capital Region, Philippines

Overview

Mac Munsayac is the Vice President for Customer Experience at Philippine Airlines, leading initiatives to enhance the end-to-end passenger journey. He oversees in-house and partner teams, driving digital, contact center, and service quality programs.

He is passionate about transforming experiences to build loyalty and trust, with interests in technology and innovation. He also enjoys community involvement, particularly with Missionaries of the Poor.

Mac holds a Post Graduate Diploma in Artificial Intelligence and Machine Learning from the Asian Institute of Management.

Personality Overview

Story Driven

Amiable & Agreeable

Non-Confrontational

They prefer to build relationships rather than staying totally transactional. They agree with others often, so exercise caution when relying on their word. Unlike D or C types, they are convinced more by stories and testimonials.

Topics They Care About

Customer Experience Strategy

As VP for Customer Experience at Philippine Airlines, he leads the overall customer strategy, focusing on service quality and continuous improvement.

Digital Transformation

His team drives digital programs to enhance the passenger experience and leverage technology for seamless customer support.

AI and Machine Learning

He holds a Post Graduate Diploma in AI and Machine Learning, indicating a strong interest in advanced technological applications.

Service Excellence

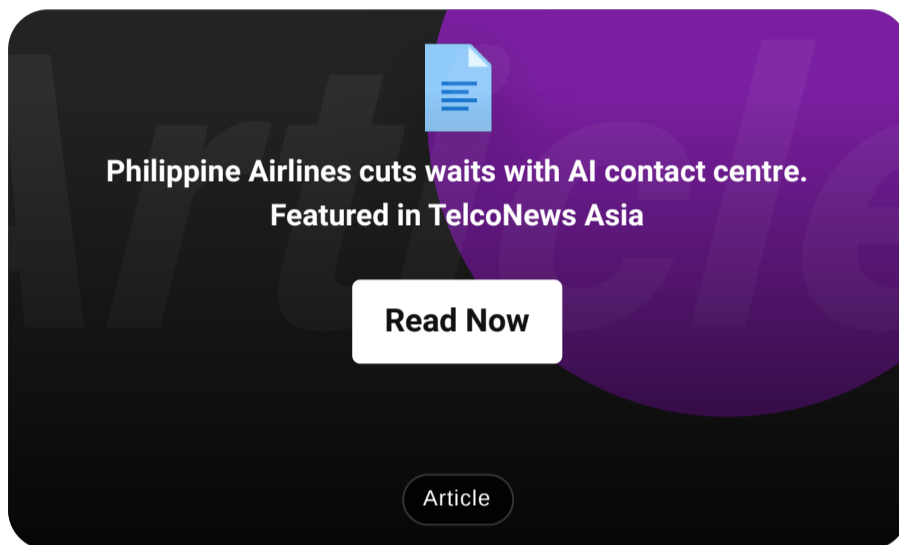
He focuses on strengthening a culture of service excellence and ensuring consistent, heartfelt, world-class customer journeys.

Community Involvement

He actively participates in community visits, such as with Missionaries of the Poor, reflecting a commitment to social responsibility.



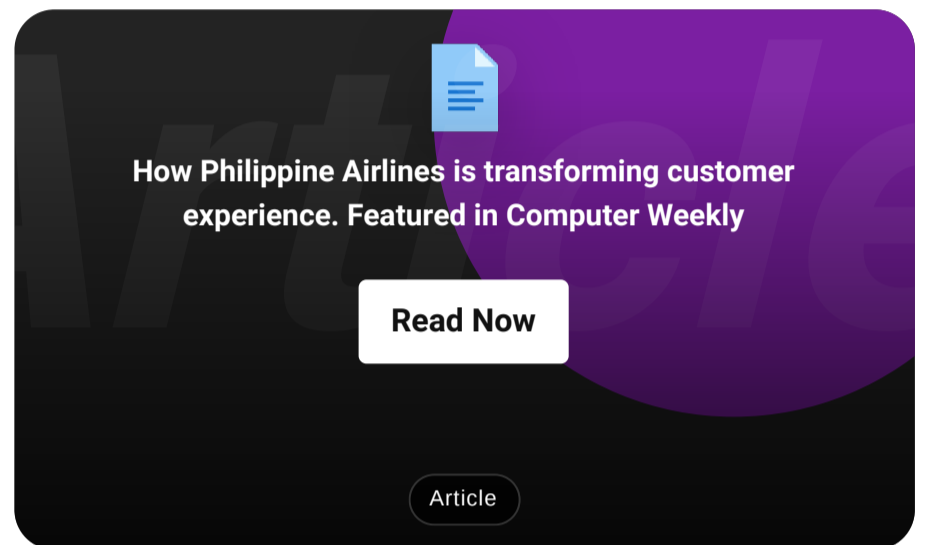
Media Appearances



Philippine Airlines cuts waits with AI contact centre. Featured in TelcoNews Asia

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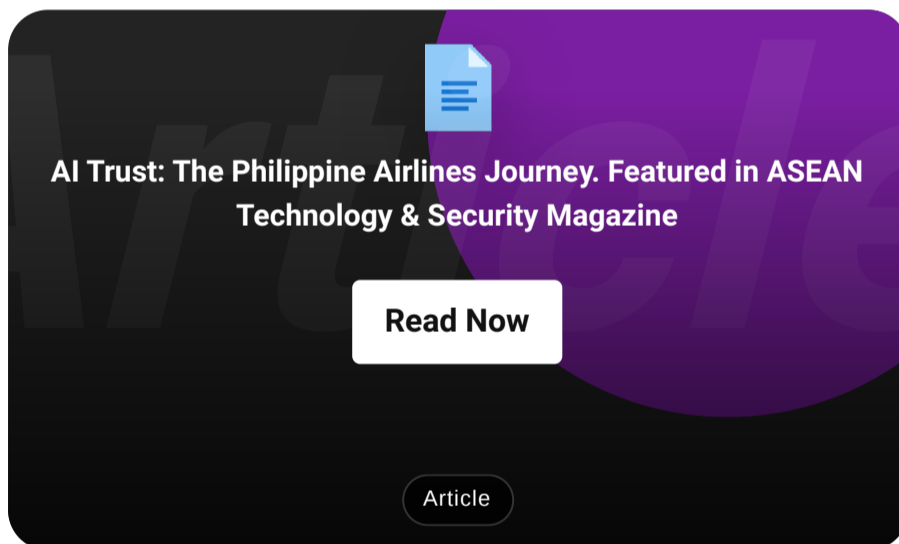
Article



How Philippine Airlines is transforming customer experience. Featured in Computer Weekly

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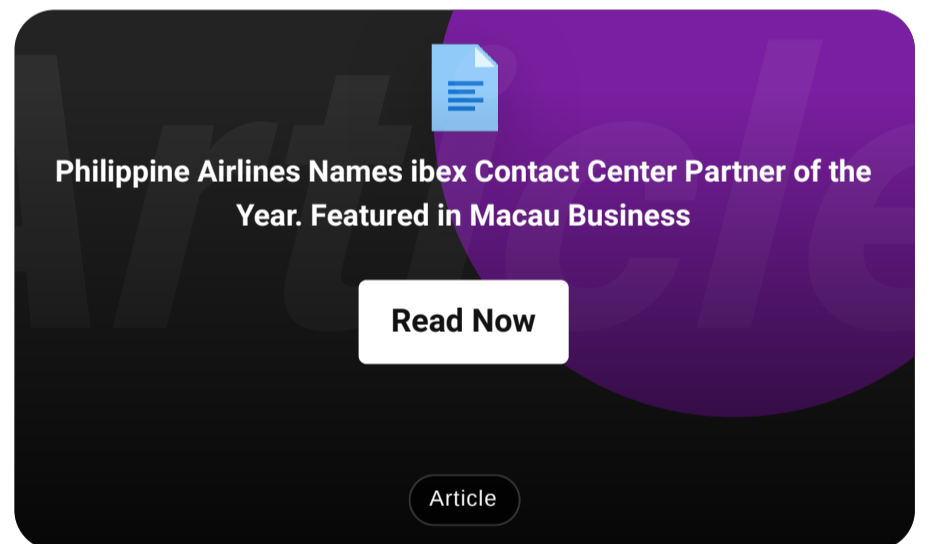
Article



AI Trust: The Philippine Airlines Journey. Featured in ASEAN Technology & Security Magazine

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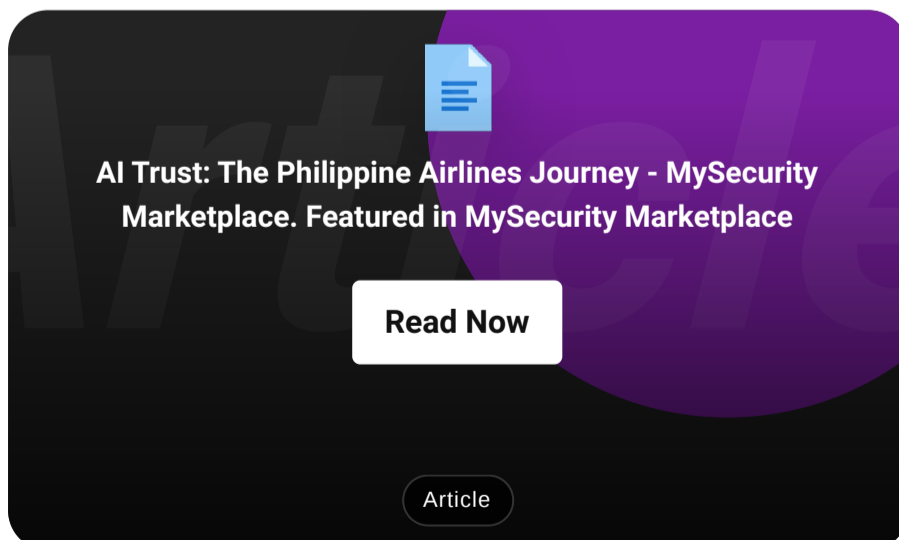
Article



Philippine Airlines Names ibex Contact Center Partner of the Year. Featured in Macau Business

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Article



AI Trust: The Philippine Airlines Journey - MySecurity Marketplace. Featured in MySecurity Marketplace

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Article

Work History

- 1-2021
Vice President and Head of Customer Experience at Philippine Airlines

Education

- 2-2025 - 3-2026
Post Graduate Diploma in Artificial Intelligence and Machine Learning from Asian Institute of Management

- 6-2016 - 1-2021
Senior Director of Operations at IBEX
- 5-2015 - 12-2015
Site Director (OIC) at STARTEK
- 3-2013 - 6-2016
Director of Operations at STARTEK
- 10-2010 - 3-2013
Service Delivery Manager at Expert Global Solutions

- 2018 - 2020
Master of Business Administration (Regis) - MBA
from Ateneo Graduate School of Business

More Information

Social Presence :



Prographics :

Exp : **21** Location : **Quezon City, National Capital Region, Philippines** Job Level : **Senior**

Designation : **Vice President and Head of Customer Experience at Philippine Airlines**

Insights For Selling To Mac

👉 During A Call Or A Meeting

DO's

- Ask them how their day is going or exchange some other pleasantries
- Speak from experience about success that the product has seen with other customers
- Maintain high, positive energy and convey confidence

DONT's

- Don't be too formal with them, they trust informality more
- Don't push them for a direct 'no', take lack of 'yes' as 'no' after some time
- Avoid overloading them with too much information

👉 When Cold Calling

Insights

Pattern Interrupt: Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

Pace: Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

Tone: Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

Tactics To Win: Giving social proof, personal rapport, usage of superlatives, repeating their name.

Mistakes To Avoid: Information overload, use of negations

Making The Ask: Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

Subconscious Driver: They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

Script

Greeting: Hey Mac, [user_fname] here at [user_companynamewordstwowords] calling you this morning/evening!

Opener: Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

Introduction: We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

Ask: Mac, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

Close: So morning at around [time] next [tuesday], shall we say? And is it [prospect_email]? Don't want to get that wrong you know!

👉 When Writing An Email

Subject: Personalized, catchy

Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.

Salutation: Yes (Something casual)

Example: Use 'Hi', 'Hey' etc. (along with the first name)

Greeting: Yes (Say something interesting/unusual)

Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.

Emojis/GIFs:

Bullet Points: Avoid

Closing Line: Build excitement

Example: Something like 'So John, lets get the ball rolling?'

Complimentary Close: Unique, pleasant

Example: Something like 'Excited!', 'To a great partnership!' etc.

Tone of Words: Friendly, first-person

Overall Messaging: Focused on the person and relationship

Length of Mail: Long

Example: Maximum upto 150 words

👉 While Negotiating & Closing

The secret to closing fast with Mac is

- *Relationship and rapport are valuable for them, but so is proven product value.*

Will you ever get a clear answer from Mac

- *They probably won't say no directly.*

Insights For Deal Planning

How Fast (Or Slow) Will Mac Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can Mac Take Some Risk Or Not?

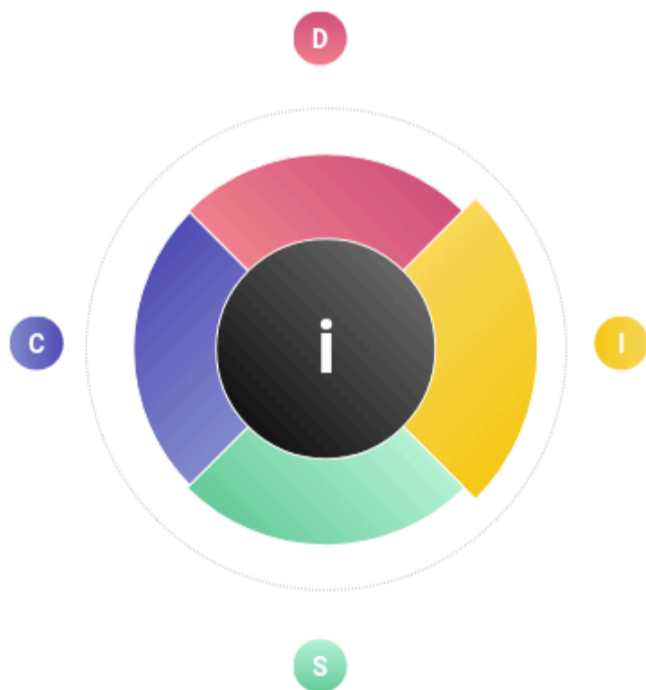
- *They can take some low-probability risks if needed.*

You And Mac

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Mac's Key Traits



INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.