

ALAA HASSAN AL-HUSSAMI ALSHAREEF

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CAREER OBJECTIVE

Accomplished and results-driven professional with **years of experience in all facets of Operations and Customer Service in the healthcare Insurance sector**. Combining organizational expertise, efficiency, strong visionary planning, communication, and liaison skills with the ability to independently plan and direct high-level customer service and customer excellence in the challenging healthcare and insurance sector.

Broad-based qualifications include:

- **Known for driving and delivering a radical improvement in customer service** through dynamic service leadership and the implementation of tailored customer service strategy – providing personalized services thus enabling redemption and retention management.
- **Efficiently customized service packages in view of client requirements**, associated business risks and long-term prospects; developed business and mediated with key decision makers to enhance the customer portfolio and achieve pre-set objectives.
- **Improved Customer satisfaction** score from 70% up to 85% focusing on new projects and creating new opportunities for the business.

Areas of key strengths include:

- **Operations and Management** - Knowledge of business and customer service Excellence management principles involved in strategic planning, resource allocation, leadership technique, and coordination of people and resources.
- **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Taking pride in the ability to deliver extraordinary levels** of proven problem-solving, negotiation, and decision-making abilities.
- **A leader**, who gains support through his enthusiasm, work ethic and unwavering commitment to mentoring his employees to higher levels of achievement.
- **Bringing the value-driven experience** in directing organizational improvements, implementing best practices, resolving multiple and complex (service, finance and operational) issues and motivating staff to peak performance.

SKILLS

- Operational Excellence, Healthcare Relationship Management, Operational Strategies, Process Enhancement
- Change management, Customer Service/Satisfaction, Driving Results, People Management
- Building high-performance teams, Client Servicing, Team Building, Collaboration & Coordination
- Problem Solving in Fast-Paced Environments, Communication & Interpersonal Skills
- Analytical Skills & Conflict Resolution, Decision Making, Group Dynamics, Synergy, Network Building, Relationship Management, Management, Productivity Improvement, Operations Management, Strategic Thinking

PROFESSIONAL EXPERIENCE

Customer Services (Senior Manager — Personal Coordinated Program)

2020 – Present

Bupa Arabia Insurance Company, Riyadh, KSA

Designation Chronology:

- 2020 – Present: Customer Services (Senior Manager — Personal Coordinated Program)
- 2019-2020: Senior Enrolment (Maintenance)
- 2017-2019: Team leader — Mega Account
- 2014-2017: Supervisor - Back Office

Accomplishments:

- Joined the organization as Supervisor - Back Office and moved up the corporate ladder to merit multiple promotions to the position of Customer Services (Senior Manager — Personal Coordinated Program).
- Played a key role in developing a robust strategy for NPS to increase customer satisfaction that improved the score from 70% to 85%
- Introduced a dashboard to monitor team performance and deployed KAIZEN to solve and enhance organizational processes.
- Relation Builder, known for promptly addressing customer issues and effectively dealing with demanding customers.

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- Handpicked to lead all major projects of the department and served as a key liaison with each hospital in the central & western region
- Designed customized medical plans based on each customer's unique needs while simultaneously identifying associated risks and measures to mitigate risk.
- Contributor to developing increased Engagement internally & externally that resulted in enhancing customer base and high customer retention.

Key Responsibilities- Customer Services (Senior Manager — Personal Coordinated Program):

- Demonstrating strategic ability through successfully designing and implementing customer-focused strategies and process improvements that improved customer experience and customer satisfaction/retention.
- Outstanding reputation for partnering with key persons in mega companies to influence them in exploring BUPA healthcare products and offering them best-in-class healthcare services with exclusive benefits.
- Driving business results by improving customer experiences and productivity, offering insurance proposals as per customers' personal needs, and enrolling them as loyal customers with long-term renewal scores.
- Fostering the establishment of a strong customer focus mindset in the teams with the overall goal of customer satisfaction and superior customer service management.
- Promptly managing and resolving members' financial queries relating to premiums, claims, reimbursements, etc.
- Signifying strong problem-solving and organizational skills to develop cost-effective, time-efficient, and productive workflow processes by decreasing customer escalations through process improvement and pro-activity.
- Serving as an internal think-tank and providing high-level strategic business advice on fostering customer excellence, creating customer value, and revenue enhancement.

Key Responsibilities- Senior Enrolment (Maintenance):

- Spearheaded the maintenance enrollment department, ensured all membership requests are handled appropriately, and the department meets the KPI agreed on with the business.
- Efficiently managed all cases for (addition & deletion) members, changing class, verifying data YAQEN to be matching with provided information in addition to validating data of members with ID & Passport information.
- Built a capable, customer-centric organization with the technical skills & knowledge, the right customer-focused processes, behaviors, and competencies to consistently provide excellent service in processing high-volume customer data and company batches.
- Managing resource allocation to meet overall objectives, ensuring the right resources are available to enable operations activities that meet/exceed customer and business expectations.
- Highly appreciated for multifaceted roles in providing operational and customer service leadership, handling voluminous data and business development activities while driving and ensuring continuous process and performance improvement.
- Holding an exemplary performance record and a clear reputation for delivering large, complex client engagements, planning, directing, and coordinating activities to manage teams, expectations, and timeframes to the highest standards.

Key Responsibilities- Team leader — Mega Account:

- Expedited customer requests for customers seeking an explanation, attended all inquiries and solved member issues, and enabled them to find an effective solution to their problem quickly.
- Maintained updated knowledge of the large network of Bupa-approved hospitals and helped members to gain quick hospital transfer cases (cold & emergency cases) and follow member satisfaction by providing high quality and excellent service experience.
- Resolved all customer queries, listened to their complaints, and provided prompt responses to their problems.
- Collected customer feedback and communicate the same to upper management on taking appropriate actions to improve the Bupa Insurance Company services.

Key Responsibilities - Supervisor - Back Office:

- Provided leadership with extensive knowledge of the healthcare sector to establish operational processes, handle and resolve all issues related to companies and members (preauthorization & claims); conduct audits, and streamline processes to accept/reject claims through justification.
- Designed a clear mechanism for responding to inquiries involving claim procedures and responded to queries from providers and members for timely approvals processing, evaluation, and administration.

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- Developed and maintained data/reports about member information as well as accurate department statistics in terms of productivity, quality, and TAT and successfully provided top-notch services to members and providers.

Hospital Delegate

2013-2014

Saudi Enaya Insurance Company, Jeddah, KSA

Accomplishments & Responsibilities:

- Started as a Hospital Delegate, then as a hospital delegate S.V. over Jeddah's hospitals. Displayed extensive knowledge of the Healthcare industry and utilized the same to provide professional, knowledgeable, and more importantly, empathetic services to customers.
- Kept updated with the company network of hospitals, products, and services and provided unsurpassed customer services.
- Liaised with approved hospitals and facilities and facilitated customers' easy access to high-quality best value healthcare and ensured all customers are always within reach of the best medical care.

Insurance Supervisor

2012-2013

International Medical Center, Jeddah, KSA

Accomplishments & Responsibilities:

- Coordinator between the hospital in the insurance provider, collaborated with different departments to update the insurance company's policies in the hospital system.
- Followed up with the approval office for sending and closing all requests IP/OP and tracked the claims to be sent to the insurance company for collection.

Previous Professional Experiences:

- 2008-2010: Insurance Supervisor, Al-Mostaqbal Hospital, KSA. Jeddah
- 2007-2008: Processing Insurance Documents and Finance Calculation Summary, Saudi German Hospital, KSA. Jeddah
- 2006-2006: Approval Officer, Sending IP/ OP, Mednet Insurance Co.
- 2002-2005: Kindergarten Manager, Al-Ebtikar Kindergarten, KSA. Jeddah
- 1995- 1998: Science Teacher, Dar Al-Farah, Syria Damascus

EDUCATION

- Insurance Diploma - Administrative Science Diploma, Abdullatif Jamill Training Centre Certificate of Insurance Diploma (2006)
- AL-FORSAN institute certificate of Administrative Science diploma (Certified King Fahd University), Certificate (2005)
- (IFCE) Certificate (2005)
- Certificate of completing Six Sigma (Green Belt) course.
- Certificate of attendance Six Sigma (Black Belt) course.
- Certified Operational Risk Professional (CORP)
- Business Strategy (McKinsey – 2023)
- PMP (Franklin Covey - 2021)

Professional Development

- Medical Terminology training.
- Customer Service training.
- Anti-Money Laundering course.
- Effective Business Writing course.
- Everyday Hero course.
- Quality Assurance Awareness training.
- Analytical Thinking & Problem Solving
- Providing a 5-Star VIP Service course.
- Computer handling (Windows MS. Office) — typing skills

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- Al-Ebtikar Kindergarten certificate of (Creator kid's Forum) course

PERSONAL INFORMATION

- **Nationality:** Saudi Arabia
- **Date of Birth:** 04 July 1981
- **Marital Status:** Married
- **Language:** English & Arabic