**Medhat**

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# Profile Summary

A senior Customer Management executive, Currently Director Customer Care & Customer Experience for KAEC in Saudi Arabia and now seeking a new challenge in a senior Customer Experience role. Previous roles include Executive ManagerCustomer Experience PMO and Executive Manager-Customer Care PMO and Operations Manager of Contact Centres for the company after earlier Customer Service roles with Vodafone.Speaks Arabic and English fluently and is a leader with an impressive track record of helping organisations establish and manage excellent Customer Experience organizations. Can lead large teams and is a highly motivated, creative and versatile executive with first classnegotiation and Customer Relations skills.

# Work Experience

**City, Saudi Arabia January 2015 to date**

**Director, Customer Care& Customer Experience; January 2015 to date**

*Develop& Manage Customer Care Strategy &Advanced Customer Experience Program, through designing strategy across all customer touch points&Design Operational Processes & KPIs, managing the implementation, Care Center, Contact Center Solution, CRM solution, Develop IVR, Service Ticketing system, through developing the following programs, “Building Foundation”, ”Create Consistency” “Exceed Expectations” and finally “Care with Advocacy ”, Heading the Customer Care and contact Center Operations*

**Mobily, Saudi Arabia July 2006 to Dec, 2014**

**Director Customer Experience; November 2013 to December 2014**

*Primarily focus on Design, plan and Manage excellence of Customer Experience through providing Strategy and managing the implementation of Customer Experience Strategy, which includes “Fixing the basics program”, “Staff empowerment program”, “Quality enhancement program” and “Emotional Intelligence Program”*

* Initiate, Lead and Manage weekly Customer Experience Dashboard providing measured KPI performance for all customer touch points
* Implementation of Self service and roll-out of digital channels to enhance service
* Actively analyse and contribute to identification of weak points in terms of customer insights and current customer experience, foster discussions and actions to be taken to improve KPIs CSI.
* Defining the intentional Mobily Customer Experience for all customer segments and related products
* Operational Experience Audit and deep-dive for Customer Care, Retail Sales& Franchise operations
* Establishing company-wide initiatives to enhance the Customer Experience- including: Employee mind-set change and internal awareness; Process and policy enhancement for products and service
* Delivery of “Emotional Intelligence” program to further enhance C-Sat and Loyalty
* Support in driving market research, especially of findings from customer experience board
* Manage customer experience along the department; through the implementation of new and customized strategies in order to achieve the strategic objectives (CEM & CRM strategies - First Call/visit Resolution– Retention – Win back strategies)

**Executive Manager Customer Experience PMO; November 2012 to November 2013**

**Awarded As Customer Experience champion April 2013**

*Led and Managed customer experience projects and activities To insure implementation of customer experience strategy across all customer touch points and drive customer experience strategy forward to prompt overall organisational efforts at becoming the communication service provider of choice through the kingdom*

* Initiated, Led& Managed Calls Reduction program with success rate of 22% within 3 weeks duration
* Development and Implementation of mobily Customer Experience roadmap
* Support in instituting appropriate processes for customer and staff feedback to define areas of contributions in line with mobily standards and to initiate appropriate action enabling mobily to be become service provider of choice
* Advise management on potential of Customer Experience future plans, ensuring that constraints are understood and plans developed.

**Executive Manager Customer Care PMO; January 2010 to Nov 2012**

*Led and Managed 3 teams for PMO of Customer Care;IVR team, SMC- System Management Centre-analyst team & Projects Management team within Mobily-KSA to act as single point of contact between Customer Operations & other Department in any related issue that is systems related, this will include evaluate, coordinate, communicate, follow-up, analyse, & report any system related issue. & Managed team of Projects coordinators to insure proper planning, development and execution and implementation of customer care projects and all related system development.*

* Developed and managed Call Center outsourcing Project (two sites)
* Developed and managed 5 languages IVR
* Managed and implemented Social media support projects for Customer Care (FB, Twitter& chatting) along with 200+ projects
* Develop and introduce New collection&Billing System
* Managed yearly budget practices

**Contact Centre Operations Manager; January 2008 to December 2009**

*Managed and led teams of over 100 staff serving customers in different segments,definedCustomer Care strategy, managed SL, agents’ empowerment, FCR implementation measurement,staff development& motivation and team building. Major responsibilities include reducing No, of incoming calls and increasing IVR efficiency*

* Achieved & maintained SL across all segments.
* Greatly increasedefficiency of Contact Centre (cost, quality, productivity, agent, SL, call handling).
* Led on people management&staff development.
* Identified strengths and weaknesses in the Contact Centre, diagnosed and understood the underlying drivers of performance gaps and prescribed actions to improve performance.
* Established performance objectives for both individuals and the Contact Center.
* Successfully improved operations processes.
* Manage to clear Service Request backlog of 8K through patch reconciliation within 3 month duration

**Co-Branded Program Manager, Franchising, Sales dept.; September 2006 to Dec 2007**

*Developed and Managed Co-Branded Franchise Concept for Mobily-KSA (Foundation, Agreement, Staff, process, SLA, etc.), totaling 260+ POS. This involved budgeting and planning for the areas as well as structure design etc*

* Establish Program concept, process, SLA, team, foundation
* Achieving Sales target
* Achieving Expansion plan target
* Building new team
* Customer Complaints
* Employee Satisfaction

**AlRajhi Bank, Saudi Arabia**

**Senior Consultant CRM & Customer Management September 2005 to August 2006**

*Create and implement ONE& DONE approach, Develop Quality Assurance function, Develop Performance Management mechanism, enhance all electronic service through web, IVR.*

* Enhance Service Levels of Inbound Call Center
* Plan, Manage& Roll out New CRM
* Create& implement BPR for all tasks
* Create internal& External SLA
* Customer Segmentation

**Vodafone, Egypt January 2001 to August 2005**

**Projects Senior Supervisor; October 2003 to August 2005**

*Led around 50+ projects following PMP methodology*

**Business Process Supervisor; January 2002 to October 2003**

*Led, developed and managed process reengineering project*

**Call Centre Supervisor; January 2001 to January 2002**

*Led, managed and developed teams in a high volume, high-pressure customer orientated environment*

**Fuddruckers, Egypt**

**Restaurant Manager;February 1999 till January 2001**

**Chili’s, Egypt**

**Home Delivery Operations Manager; January 1997 till January1999**

**McDonald’s, Egypt**

**Assistant Manager; September 1995 till December 1996**

**KFC, Egypt**

**Assistant Manager; June 1994 till September 1995**

# Education &Training

* BSc. Business Administration, Faculty of Commerce, AinShams University; 1994
* Travel& Tourism management certificate, American University in Cairo; 1994
* Telecoms Mini MBA; 2007
* Other training courses completed include: 7 habits of highly effective people, Management Excellence, Customer Relationship Management, Advanced Communication Skills, Strategic Planning & Goal Setting, Customer Experience Management in Telecoms, Strategic Thinking & Business Planning, Driving Loyalty in Telecoms andMobily Project Management.Advanced Project Management & Quality for Projects Management

# Personal Details

Nationality Egyptian

Based Jeddah, Saudi Arabia (flexible regarding location of next challenge)

Languages Arabic (native) English (fluent)