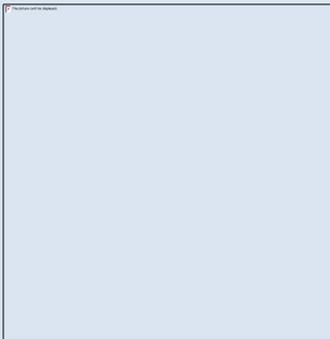


SUREKHA SHETTY



KEY SKILLS

Team Player

Self-Motivator

Analytics and Decision Maker

Ability to work under pressure

Conflict Resolution

Flexible and Adaptable

Quick Learner

People Management

PROFESSIONAL CERTIFICATE

Certified ISO 9001:2015 Auditor

Certified Six Sigma Yellow Belt

Completed CPC Coding Extensive

*Course (Medical Terminology,
ICD-10, CPT, HCPCS, Anatomy)*

Pursuing Six Sigma Green Belt

Certification

AREAS OF EXPERTISE

Lean Methodology

Process Design and improvement

Customer Experience Improvement

Call and Complaint Management

Internal Process Audits

Performance management

Project Delivery

Time and Motion Study

Financial control

Operations team Recruitment

Staff training

16 plus years of rich experience in handling business operational processes, driving quality of service as per company standards, conducting process audits, identifying improvement areas, re-engineering process in line to business strategies, conduct continuous improvement to enhance overall customer experience

PROFILE

World of Electricals, UAE

Executive Assistant (Short term assignment)

Sep 2020 till Dec 2020

Key role is to manage senior management busy schedule efficiently along with day to day office tasks as assigned by the management

- To provide a secretarial and administration service to Company Chairman
- Responsible for diary management, organizing meetings, capture MOM and updating daily schedule as necessary
- Monitoring and responding to emails, calls, arranging meeting materials and refreshments for all.
- Responsible to facilitate meetings with related stakeholder as an when required.
- Co-ordinate with freight logistics and arrange to make payment of Custom Duty and Delivery Order charges for collection of shipment. Arrange to deliver the goods to the related stakeholder as the contractual timeline agreed
- Responsible for basic accounting duties, including expense reports, invoices, and purchase orders
- Uphold confidentiality standards across all communication platforms
- Handle all travel ticket booking, hotel reservation, transportation and event / party arrangements related activity as an when required

Al Jalila Children's Specialty Hospital, UAE

Lean Process Improvement and Revenue Support Specialist *Sep 2018 till Jul 2020*

Key role is to identify and improve efficiency of business operational processes with "Customer First" approach. Conduct GEMBA activity with actual users, identify areas of concerns through Value Stream Mapping / RACI and initiate improvement plan for business benefits.

Duties:

Lean Process Improvement & Revenue Support

- I am accountable and responsible to streamline key business revenue impacting and processes across customer touch point
- Processes include Contact Center Process i.e. Inbound / Outbound call handling process, Patients Appointment Booking, Registration & Billing Process (Outpatient and Emergency), Insurance Pre-approval (IP & OP), Claim Submission & Resubmission, Reconciliation, Admission & Discharge (IP), Pharmacy Billing & Financial Counseling – Funding support process
- Carry out periodic review of all processes impacting customer life cycle and identify improvement areas with "Customer First" approach
- Propose for best solution and seek consensus from all related stakeholders
- Work closely with System application (IT) and respective Operations team to support in effective implementation of the proposed changes
- Document Business Policies, Process workflow, SOP documents for change implementation
- Support operational teams in Joint Commission Accreditation process and ensure compliance as per the defined guidance
- Initiate continuous improvement program with key stakeholders and emphasize "Lean culture" across the organization
- Provide financial counselling to patients in need of money for estimate cost of the treatment and billing clearance

ANALYTICAL TOOL USED

TQM – Flow Chart, Pie & Bar Graph

Six Sigma tool – Fish Bone, 5 Why

Analysis, RACI, VSM

Tableau and Power BI

ACADEMIC

Master's in Commerce (Finance):

Mar 2005 – Apr 2007

Master's in Business Administration

(Operations Management):

Mar 2008 – Apr 2010

PERSONAL DETAILS

DOB: 16/12/82

Married

Driving License: Yes

Nationality: Indian

Passport No: G9378938

Language Known: English, Hindi,

Marathi and Tulu

Contact Details

M: +971-55-9530996

E: Surekha_m_shetty@yahoo.com

- Enable funding support through co-ordination with various Charity Organization
- Propose patients request to Donation Committee for approval and share feedback
- Maintain All Charity funds budget utilization report on balance funds and keep management informed
- Develop Self pay package with support of physicians and provide price discount to drive business in line to market competition
- Review all Non-Insurance Contracts related to Clinical Research Study, School/other facilities, Revenue share with other facility / visiting physicians
- Organize meeting to Sponsor / other contractual parties to discuss details of the contract and propose necessary changes / updates

Revenue Cycle Management

- I was assigned as Acting RCM Manager for a period of 6 month, during which I was handling RCM team strength of 25 resources i.e. 2 Supervisor and 23 RCM officers
- I was responsible to ensure timely claim submission and re-submission by the coders
- Ensure billing and insurance pre-approval request are timely processed
- Negotiate with payers on reconciliation as per contract and plan for resubmission

Emirates Integrated Telecommunication – du Telecom, UAE

Enterprise SME Service & Sales Account Management

Jun 2018 till Sep 2018

Duties:

- To improve SME accounts profitability through the sale of additional products and services including Mobile, BES, Mobile Broadband, Fixed Line and other data products
- Manage customer relationships effectively one to one in order to retain and increase sales of products and services provided to existing and new customers.
- Execute and analyze daily, weekly, monthly and quarterly reports on the sales/target achievement and gaps performance of the individual members in order to continuously and effectively manage operation

Specialist Quality Assurance and Process Improvement

Apr 2015 till Feb 2018

Duties:

1. Quality of Service Audits (System - Quality Monitoring Tool)
 - Successful handled 10 Quality analyst as direct reportee along with 2 Global Contact Center Partner 20 quality resources
 - Conduct Transaction and Complaint audit on sample Call volumes, Trouble tickets, Emails and Chat for both Contact Centre partners (Inbound / Outbound) based on defined quality framework.
 - Based on performance, ensure related coaching / training is been provided to agents for improvement. Ensure knowledge base is updated with correct and complete information for agents to refer.
 - Conduct Mystery Audit on field technician (Fixed LOB) and audit their visit schedule
 - Conduct weekly calibration with respective partners on audit findings, discuss and provide process improvement suggestions if any.
 - Publish weekly / monthly quality performance report to partners, related stakeholders and management. Carry out agent certification process for all new hires for both front office and back office at Contact Center
2. Process Design, Compliance and Improvement (Tools - Visio and ARIS System)
 - Analyze existing processes, identify gaps and initiate process improvement basis business benefits in co-ordination with respective operations stakeholder
 - Ensure process standardization and drive automation. Responsible to ensure call volume reduction and overall complaint handling SLA improvement at contact center
 - Seek necessary alignment and approval from all key stakeholders within department and cross functional teams on process improvement initiatives

- Monitor complaint and conduct root cause analysis basis top 3 categories being Process, People and System.

Projects Handled:

Process Workflow Documentation (Customer Operations) - May'17 till Dec'17

- Revisit all the existing process workflows within CO, Identify process improvements aiming to reduce cost, improve SLA and customer experience. Work along with the domain manager on implementation

Project Customer First (Customer Experience) – Nov'16 till Mar'17

- Was Spoc in Customer First Program from Customer Operations
- Brainstorm on process improvement plan with an aim to ensure seamless customer experience

Project Emtyaz (Customer Operations Transition – Outsourcing) – May'15 till Feb'16

- Was part of transition core team and was responsible to ensure seamless transition of processes related to 4 major operational domains - Contact Center, Service Assurance and Fulfillment, Collections and Documentations.

Awards & Recognitions

1. Sep 2016 - Outstanding Performance in Quality Team during H1 (du telecom)
2. May 2016 - Outstanding Performance in Quality Team (du telecom)
3. Dec 2015 - Certificate of Recognition Best Back office Champion (du telecom)
4. July 2015 - Best Performance Award for Project Emtyaz – Transition (du telecom)

Achievements

1. Improved Overall SLA of Enterprise complaint handling process related to channel operation from 78% in Jun'17 to 92% in Dec'17
2. Improved Overall Staff Complaint SLA from 71% in Jan' 16 to 85% by end of Jun'16
3. Improved Overall Enterprise Service Fulfillment complaint handling SLA from 79% in Oct'16 to 85% in Dec'16 through remote assistance

Vodafone India Ltd

Deputy Manager – Process

Dec 2012 – Mar 2015

1. Process Design, Compliance and Improvement (Tools - Visio System)
 - Successfully handled 26 process officers as direct reportee based out of circle offices.
 - Monthly measure and analyze key customer facing KPIs for improving Customer understanding and service delivery
 - Identify process gaps through audit feedback for corrections and work towards automation of critical process
 - Coordinate with cross functional departments and to analyze monthly KPI reports, performance pattern and work towards achieving business goals
2. Complaint Management
 - Ensure reduction in complaint through designing seamless process with minimum interruption to customer life cycle
 - Analyze overall customer complaints for both Consumer and Enterprise Segment basis Billing / Non billing complaints
 - Conduct root cause analysis on complaints and work towards process improvement wherever applicable.
 - Conduct calibration, cross functional meetings if required and plan for improvement

Projects Handled:

Project Segmentation (Pan India) – Jan '13 till Mar '13

- Workshop been organized with 8 circles on service approach based on customer segmentation, revisit all SLA and to ensure reduction in customer complaints
- Higher empowerment been extended to the frontline to ensure online resolution

Process Standardization (Pan India) – Oct'14 till Dec'14 Partnered with EY Ltd

- Identified 110 process across customer life cycle and aimed towards standardizing the process across circles and documenting the same in certified process format
- All processes been downloaded to the partner and work towards streamlining the processes with “Good to do, Must to do, Not much required approach”

Awards & Recognitions

1. Feb 2014 - Super Star Reward from State Circle (Vodafone India Ltd)

Achievements

1. Reduced 4% customer calls related to balance deduction enquiries at contact centre agents through IVR automation and SMS notification

Videocon Mobile Services

Assistant Manager – Business Analyst

Aug 2010 – Nov 2012

- To provide a comprehensive secretarial and administration service to the Head of the Department across the range of his work
- Ensure timely submission of Monthly Performance to Management with accuracy across all reports through effective co-ordination.
- Monitor Customer Service Department budget and work along with related stakeholder on process improvement ideas for cost saving.

Awards & Recognitions

1. Jan 2012 - Best Performance Award – Documentation (Videocon Mobile Services)

Bharti Airtel Ltd

Assistant Manager – Internal Audit and Compliance

Dec 2009 – July 2010

- Managing all the CSD Process to meet the set service standards to 100% and to serve as a common co-ordination point at the time of Government Audits like PWC / TRAI / CAG Audits etc. Major process audits include document management, refund process, billing complaints welcome letter process
- Co-ordinate with the team to ensure proper sharing of information and responsible to maintain inter-departmental processes in record.

Sr. Executive – Verification and Document Management Team May 2006 to Nov 2009

- Successfully handled 12 document officers along with 2 Outsourced partner resource.
- Worked as Sr. Executive focusing on verification and document management process. Co-ordinate with team to ensure seamless processing of documents from sales pickup point till warehousing.

Sales Coordinator – Corporate Sales (Outsource) – Sep 2004 to May 2006

- Reporting to Sales Channel Head – Vertical Sales Co-ordination and ensure proper and accurate reporting of business KPI and sales figures

Awards & Recognitions

1. Jan 2008 - Best Performer – Reduction in AV Negative % in the R&R (Bharti Airtel Ltd)