Abdelmohsen Elhalawany

Head of Service Delivery & Customer Experience

ITIL · PMI-ACP | SLA & KPI Governance | Omnichannel, CRM & AI Platforms

CONTACT

abdelmohsen.elhalawany@gmail.com

+966 556 362 541

Riyadh, Saudi Arabia

LinkedIn Profile

Egyptian National

Transferable Iqama

EDUCATION

Bachelor of Commerce (Accounting Major), Cairo University, Egypt (2007)

SKILLS

- Service Delivery & Operations Management
- ITIL Framework (Incident, Problem, Change, Service Level)
- Customer Experience, NPS & Journey Design
- Reception, Patient Relations & Complaints Management
- Contact Centre & Omnichannel Leadership
- Digital Transformation & AI Platforms
- ERP/CRM Implementation
- SLA, KPI & Governance Reporting
- Vendor & Stakeholder Management
- Agile Delivery & PMO Alignment
- Regulatory Engagement (ZATCA, NBR)

TECHNICAL SKILLS

ITSM: Halo, Remedy, ServiceNow

ERP/CRM: Oracle Fusion, Salesforce, HubSpot, Odoo

Contact centre: Ziwo, GALA BOX

Tools: Microsoft Office, Visio, ARIS, SmartSheets, Planview

CERTIFICATIONS

- ITIL Foundation (Version 5), PeopleCert, 2026
- PMI Agile Certified Practitioner (PMI-ACP), PMI, 2026

LANGUAGES

Arabic: Native

English: Fluent

German: Basic

EXECUTIVE SUMMARY

Service delivery and customer experience leader with 19 years across KSA, the GCC and Europe, 12 of them with Vodafone. I run service delivery end to end: the platforms and ITIL processes behind the service, and the people and customer operations in front of it. Currently leading 5 clinics in 5 countries and around 175 people from one centralised contact centre, including the reception, patient relations and complaints functions, where lead-to-appointment conversion rose from **50% to 80%+** and patient NPS from **70 to 90**. Earlier delivered service for ZATCA and NBR (tickets down **48%**), a **SAR 12M** Oracle Fusion ERP for 2,500 users, the Equinox CRM migration and **EUR 12M** in annual savings.

KEY RESULTS

- **Centralised contact centre** for 5 clinics in Saudi Arabia, Qatar, UAE, Kuwait and Canada; conversion **50%** → **80%+**, **patient NPS 70** → **90** (Padra)
- Monthly tickets **1,450** → **750** against a 3 hour SLA for ZATCA and NBR; Remedy to Halo migration (Crane Authentication)
- **SAR 12M** Oracle Fusion ERP for **2,500 users**, **230** manual processes replaced, 14 months, on schedule and budget (SAPTCO)
- **200+** person operation and three-country **Equinox CRM** migration (Vodafone Ireland)
- **EUR 12M** annual savings, **40%** fewer complaints, **churn down 15%**, **NPS up 25%** (Vodafone)

WORK EXPERIENCE

Padra | Healthcare & Aesthetic Clinics

Riyadh, Saudi Arabia · 5 clinics in Saudi Arabia, Qatar, UAE, Kuwait and Canada
January 2026 to Present

REGIONAL HEAD OF CUSTOMER EXPERIENCE & SERVICE DELIVERY

Own service delivery and customer experience across 5 clinics and around 175 people (35 per clinic) spanning reception, patient relations, customer experience, customer service, telesales, social media, back office, complaints, campaigns and quality.

- Built a **centralised contact centre** serving all 5 clinics in 5 countries from one hub
- Directly manage the **reception teams at all 5 clinics**, covering walk-in patient registration, appointments, payments and billing queries, with reception supervisors reporting to me and quarterly on-site reviews at each branch
- Set front-desk service standards, staffing and rostering for peak periods, and track waiting time, attendance and service quality through daily dashboards
- Own **patient relations and complaints** end to end: escalations, service recovery and root-cause fixes, working with clinic managers and the quality team
- Raised lead-to-appointment conversion from **50% to 80%+** through process redesign, quality governance and better tooling (2,883 leads handled in September 2026 alone)
- Raised patient NPS from **70 to 90** across all 5 clinics, leading the Customer Experience team across patient feedback, journey design, the in-clinic experience, and retention and follow-up
- Delivered an AI-powered omnichannel platform, replacing separate channel tools and integrating with HubSpot, Odoo and Ziwo
- Defined and run SLAs, KPIs and dashboards across all clinics: response time, conversion, attendance and service quality
- Built quality assurance, call evaluation and complaint handling processes for consistent service across sites

Crane Authentication (formerly De La Rue Authentication) | Security & Authentication Technology

Riyadh, KSA & Bahrain
November 2024 to December 2025

SERVICE DELIVERY & CUSTOMER CARE MANAGER

Led service delivery and customer care for ZATCA (Saudi Arabia) and NBR (Bahrain), joining De La Rue Authentication and continuing through its 2025 acquisition by Crane NXT and the post-acquisition integration.

- Cut monthly tickets from **1,450 to 750** (down 48%) while holding a **3 hour SLA** for both authorities

- Led the migration from Remedy to the Halo service management platform, consolidating case handling and reporting on one system
- Delivered the NBR systems integration and acted as primary liaison with ZATCA, NBR and strategic partners
- Applied ITIL practices across incident, problem, change and service level management
- Automated regional service reporting and KPI dashboards on SLA performance, risks and corrective actions for leadership
- Ran client service reviews and owned escalations through to resolution, reducing escalations and lifting customer satisfaction

SAPTCO (Saudi Public Transport Company) | Transportation & Smart Mobility

Riyadh, KSA
October 2023 to October 2024

DIGITAL TRANSFORMATION & PROJECTS MANAGER

- Led the **SAR 12M** Oracle Fusion ERP rollout across finance, HR and operations for **2,500 users** over 14 months, replacing **230** manual processes, on schedule and within budget
- Delivered automated parking and billing systems, replacing manual processes
- Built the technology governance framework, policies and procedures in line with regulatory requirements
- Ran vendor evaluation and selection, and managed scope, quality and budget with project managers and vendors

Altibbi | Digital Health & Telemedicine

Riyadh, KSA
June 2022 to September 2023

HEAD OF CUSTOMER CARE & OPERATIONS

Led regional care operations across KSA, UAE, Jordan and Egypt, reporting to the VP.

- Built a unified regional NPS and satisfaction framework from scratch across four countries
- Designed and launched an automated doctor payment model across all markets
- Owned service levels, QA, training, the department budget and C-level performance reporting

_VOIS (Vodafone Intelligent Solutions) | Serving Vodafone Ireland

Cairo, Egypt
October 2019 to May 2022

GLOBAL SENIOR OPERATIONS LEAD

Led a 200+ person operation for Vodafone Ireland, owning service delivery, SLAs, business continuity and contribution to P&L and budget planning.

- Led the digital transformation of customer channels with technology and PMO teams in Ireland and Egypt: Equinox CRM migration, smart IVR routing, self-service and chatbots
- Raised NPS by **25%** through persona analysis of detractor drivers and an outlier bucketing system

March 2014 to October 2019

REALTIME & WORKFORCE SENIOR LEAD

- Owned SLA achievement across all lines of business through real-time management, forecasting and capacity planning
- Led real-time management for the Equinox CRM launch

Vodafone Egypt | Telecommunications

Cairo, Egypt
March 2012 to March 2014

GLOBAL CUSTOMER EXPERIENCE LEAD

- Delivered **EUR 12M** annual savings and a **40%** reduction in complaints; reduced churn by **15%** with a churn prediction model
- Supported a **15 point** tNPS improvement through customer sentiment analysis; kept team attrition at 2%

January 2010 to March 2012

BUSINESS DEVELOPMENT LEAD

- Grew captive offshore revenue to **USD 100M**, building C-level relationships across Vodafone markets and Group functions