



ASHLEEN RACHEL SILVIA

CUSTOMER EXPERIENCE MANAGER

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ABOUT ME

A highly experienced healthcare professional with over 7 years of progressive leadership and operational expertise, dedicated to driving organizational growth and excellence. Proven success in customer care, strategic implementation, and managing complex healthcare operations within prestigious institutions. Skilled in overseeing inpatient and outpatient departments, ensuring seamless admissions, discharges, and billing processes. Adept at building strong relationships with insurance providers, optimizing IP conversions, and managing discount strategies. Possessing exceptional interpersonal skills, a customer-focused approach, and high integrity, I excel at resolving complex issues and motivating teams to achieve outstanding results. An enthusiastic and passionate leader committed to delivering quality healthcare solutions.

SKILLS

CUSTOMER EXPERIENCE

MANAGEMENT

OPERATIONS OPTIMISATION

PEOPLE MANAGEMENT

INSURANCE & TPA RELATIONS

BUSINESS DEVELOPMENT

HEALTHCARE STRATEGY

IMPLEMENTATION

DATA ANALYSIS

PROJECT MANAGEMENT

COLLABORATION & TEAMWORK

LEADERSHIP

WORK EXPERIENCE

MOTHERHOOD HOSPITAL, HEBBAL, BANGALORE

Bangalore

Jan 2022 - Apr 2025

Deputy Manager-Customer Experience

- Spearheaded Service Experience initiatives to deliver exceptional patient care and elevate satisfaction levels.
- Standardized outpatient and inpatient service delivery in line with SOPs, driving operational excellence and efficiency.
- Strategically boosted revenue growth through increased patient footfall, improved lead conversion, and leakage prevention.
- Cultivated strong customer relationships to enhance loyalty, maximize lifetime value, and foster repeat business.
- Collaborated with cross-functional teams to deliver customized, clinically proven treatment solutions.
- Implemented operational strategies to optimize resource utilization and ensure timely, compliant service delivery.
- Managed cost control initiatives, monitored customer retention, and continuously improved operational metrics.
- Oversaw complete inpatient department operations, including admissions, discharges, and insurance processing.
- Developed and maintained a daily bill-wise Doctors Payout system in Excel, reducing payment discrepancies.
- Delivered top-line and bottom-line results by optimizing revenue streams and resource management.
- Ensured compliance with internal customer care standards and operational excellence benchmarks.
- Managed manpower planning, onboarding, and process mapping to meet permissible turnaround times.
- Monitored CSAT scores, customer retention, and hospital operations to ensure seamless service delivery.
- Handled inpatient department functions, including grievances, admissions, discharges, OT coordination, and package design.
- Implemented and monitored NABH quality protocols across departments to ensure accreditation readiness.
- Strengthened relationships with insurance providers, improving IP conversions and discount negotiations.
- Managed monthly Profit & Loss statements collaboratively with finance teams and unit leadership.

CLOUD NINE HOSPITAL, BELLANDUR, BANGALORE

Bangalore

Nov 2018 - Jun 2019

Assistant IP Manager

- Led a high-performing inpatient department team of 15, driving operational excellence and team engagement
- Streamlined admissions, discharges, and insurance workflows to optimize patient throughput and revenue cycle efficiency

DECISION-MAKING

MULTITASKING

STRONG COMMUNICATION SKILLS

PROFIT AND LOSE

LANGUAGES

ENGLISH

TAMIL

HINDI

KANNADA

MALAYALAM

PERSONAL DETAILS

Date of birth
26 May 1993

Nationality
Indian

Visa status
Dependent

Marital status
Married

COLOMBIA ASIA
HOSPITAL,
WHITEFIELD,
BANGALORE
Bangalore
Mar 2014 - Oct 2018

- Implemented process improvements to enhance patient care delivery and operational productivity
- Ensured compliance with healthcare regulations and maintained high standards of quality assurance
- Collaborated with cross-functional teams to coordinate patient services and optimize resource utilization

Customer Care Supervisor & IP Coordinator

- Delivered exceptional patient service by seamlessly managing customer care and IP coordination, ensuring a positive healthcare experience.
- Optimized inpatient department operations through efficient handling of admissions, discharges, and grievance resolution.
- Strengthened insurance partnerships by expertly managing pre-authorizations, approvals, and online submission workflows.
- Ensured timely payments and streamlined billing processes through proactive relationship management with insurance providers.

EDUCATION

BANGALORE
UNIVERSITY,
BANGALORE
Bangalore
2014

Bachelor Business Management

BISHOP COTTON
COLLEGE,
BANGALORE
Bangalore
2011

Computer Science

INFANTS INDIAN
HIGH SCHOOL,
BANGALORE
Bangalore
2009

SSLC