

Ali Srour

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SUMMARY

A customer-obsessed product and operations manager known for championing the flag to support customer usability across the omni channel ecosystem of T-Mobile and Metro products and program touchpoints. Track record of partnering with cross-organizational teams and collaborating with IT teams to map digital experiences and resolve pain points to promote customer success and business efficiency across users and teams.

9+ years of experience in customer support operations, guiding software development for digital product operations, including web, chat, virtual assistance, web technologies, mobile and self-service applications, IVR, and escalation/ticketing systems. **Certified Scrum Master.**

An effective program leader who can define opportunities, build business strategies, and outline detailed business cases for new products and features with roadmaps, key metrics, and critical milestones. Ability to lead across boundaries and influence critical decisions by engaging with stakeholders and program resources across a complex corporate matrix to implement and improve consumer-facing programs, products, and lead high-level initiatives.

PROFESSIONAL HISTORY

INDEPENDENT CONSULTANT

CUSTOMER EXPERIENCE & MARKET OPERATIONS CONSULTANT

LOS ANGELES, CA – DALLAS, TX

November 2023 - Present

T-MOBILE US, METRO BY T-MOBILE

CUSTOMER EXPERIENCE OPERATIONS MANAGER

LOS ANGELES, CA – DALLAS, TX

October 2020 – November 2023

Advocated for the Customer Care and Dealer Support groups to set expectations and steer delivery of complex program-level deliverables (UX, Digital Product Features Campaigns, Messaging, Collateral) for Metro's 20MM prepaid customers generating \$10B in annual revenues. Served as an active member of the leadership team driving development and execution of the customer experience for major operational and revenue generating projects. Liaised between organizations secure alignment on business values product improvement strategies, funding business strategy, roadmap development, testing, and successful implementations.

- > Owned and created the front-line and self-service customer experience for Metro's Customer Care, a customer service organization of 5K reps serving nearly 20M subscribers
- > Launched Metro's nationwide Home Internet product from the support side and partnered with L&D to enable support for more than 400k home internet subscribers, and 730k activations since launch
- > Revamped and streamlined ecommerce purchasing processes, into a single purchase flow for hard & soft goods (device and service line), further enabling Care to conduct sales; 106k orders for \$3.6MM to-date, 2023
- > Designed the customer experience for the Metro Puerto Rico launch that has resulted in 20k total activations
- > Partnered on Financial Analysis initiatives that reduced fraud starting day 1 and reduced calls and escalations by 80% within 90 days
- > Executed program management for Metro's Welcome US support packages, working across internal organizations and external agencies to develop and launch messaging and campaigns, and collaborated on user stories, product life cycles, business information, customer journey mapping, and competitive analysis components of the project

SENIOR MANAGER, FIELD CUSTOMER OPERATIONS

October 2016 – April 2020

Heavy focus on partnering with IT teams to develop and improve systems providing support and resolutions for front-line sales teams across the Central region. Updated and managed all customer escalations and open cases, providing

resolutions for individuals and the special accounts customer base. Utilized data to provide operational insights to target areas of improvement and provide systematic update of processes and procedures. Set performance metrics and coached sales members to meet or exceed sales quotas.

- > Oversaw a team 11 managers, senior trainers, analysts; managed and monitored budgets and annual spending
- > Led the nation with the fastest successful completion rate for customer escalations; increased customer satisfaction 75% by reducing response times for front line requests by 60%; from 24 minutes to 10 minutes
- > Implemented the use of secured group messaging between Ops and Sales for a more efficient support for front line sales, reporting improved response times by 50%
- > Executed initiatives that resulted in 15% increase in customer satisfaction via CSAT survey; created a Corp Retail Store Portal allowing faster turnaround time for support tickets submitted
- > Improved back-office satisfaction rate by 70% (per internal survey) by finding intuitive solutions to pain points

SENIOR COORDINATOR, MARKET OPERATIONS

September 2014 – September 2016

Maintained daily, weekly and monthly audits to gain insight into store activities and opportunities for coaching and future training teams. Facilitated all corporate new hires and led front-line sales onboarding and training initiatives for national operations. Supervised and supported all customer operations, leading risk management and resolving the regions' escalated customer issues from all channels.

- > Led "Operations Excellence" initiative for New Hire Onboarding for 2 sales teams supporting 200 corporate stores and 10K dealer stores nationwide; facilitated training events for 200 Trainers & Ops managers
- > Advised senior management and store management teams with insights/feedback regarding customer experience from voice of the customer (VOC) surveys that resulted in a 30% decrease in customer escalations
- > Efficiently managed a high-volume of inbound and outbound calls and emails supporting 17 CORP Retail and over 1000 indirect dealer doors
- > Reduced calls to support bridge by an average of 40% on promo launch days

RETAIL SALES ASSOCIATE (Metro PCS)

April 2014 – August 2014

Cross-sold from a portfolio of mobile solutions and created a positive sales experience as a customer-facing retail sales associate. Identified customer needs and demonstrated products, services, features, and benefits.

- > Maintained a 98% score on customer satisfaction surveys

ADDITIONAL EXPERIENCE

CONCIERGE SPECIALIST & PROJECT LEAD	AHS CONSULTING	DEARBORN, MI
HSP CASE MANAGER/MI ENROLLMENT SPECIALIST	WAYNE METROPOLITAN CAA	WYANDOTTE, MI
CASE MANAGER/TEAM LEADER/TRIAGE SPECIALIST	ARAB CENTER FOR ECONOMIC & SOCIAL SERVICES	DEARBORN, MI

EDUCATION & CERTIFICATIONS

Bachelor of Science in Information Management (Pursuing)
Certified Scrum Master

KEY SKILLS & COMPETENCIES

Customer Experience & Support Enablement • Product Management • Operations Management
Customer Journey Mapping • Product Life Cycle Management • Stakeholder Engagement
Change Management • KPI & Goal Attainment • Microsoft: Excel, OneNote, Word, PowerPoint • Bilingual: English & Arabic