



SANDRA MEZA

OPERATIONS MANAGEMENT | CUSTOMER SERVICE

CONTACT

Phone	214-957-9041
Email	meza-sandra@sbcglobal.net
Location	Dallas, TX
LinkedIn	in/sandrameza

COMPETENCIES

- ▶ OPERATIONS & LOGISTICS
- ▶ METRICS & REPORTING
- ▶ PERFORMANCE IMPROVEMENT
- ▶ CROSS-FUNCTIONAL COLLABORATION
- ▶ EMPLOYEE RELATIONS
- ▶ PERFORMANCE IMPROVEMENT
- ▶ LEADERSHIP
- ▶ PROCESS ANALYSIS/IMPROVEMENT
- ▶ CUSTOMER SERVICE
- ▶ TEAM BUILDING
- ▶ STRATEGIC PLANNING
- ▶ TRAINING/DEVELOPMENT

LANGUAGES

- ▶ English
- ▶ Spanish

PROFESSIONAL SUMMARY

Detail-oriented, bilingual Management Professional highly regarded for leading process and performance improvements in both Healthcare Operations and Technology Call Center Support, delivering record increases in both profits and customer satisfaction. Strategic thinker with more than ten years of success leading teams with strengths in concept development, employee performance, staff retention, and business management. Exceedingly organized and skilled in communication, analysis, and building long-lasting relationships with internal and external stakeholders. Known for identifying critical areas of strengths and weaknesses and devising solutions that directly impact profitability, productivity, and efficiency. Exemplary educational qualifications include a Bachelor of Science (Summa Cum Laude) in Health Administration from Southern New Hampshire University.

SELECTED HIGHLIGHTS

- Help attain fiscal year 2018 5% increase in the number of unique patients to BSWH facilities including organic growth into new market areas across Texas by managing data analysis for future partnerships and acquisitions of other hospitals, stand-alone ER facilities, and primary care offices.
- Communicated effectively across a complex organization and packaged information for multiple audiences, organizing regular communications of results and initiatives via newsletters, memos, emails, and other publications.
- Performed exemplary large-scale project management and led the successful transition of the support center from Savannah, Georgia to Irving, Texas, interviewed and hired new employees and managing all employee relations during the relocation phase with the remote guidance of the corporate human resources office.
- Contributed 13 million in annual service revenue, delivered at a maintenance profit margin at or above 40% in additional sales revenue via the account management team, who developed a good understanding of the customer's business and recommended solutions through sales presentations to C-Suite executives to advance their BlackBerry deployment.
- Promoted excellent service and raised satisfaction ratings 97% by implementing procedures to benchmark standards for service level quotas through call handling, quality assurance, and report trending statistics.
- Cultivated positive relationships with clients and colleagues, leveraging language skills in Spanish and English to converse with clarity and diplomacy to individuals from diverse backgrounds and expertise.

TECH SKILLS

- ▶ LAWSON
- ▶ MEDITECH
- ▶ NRC HEALTH - MARKET INSIGHT
- ▶ TEA LEAVES - PATIENTOLOGY
- ▶ TRENDSTAR MCKESSON
- ▶ IBM WATSON HEALTH - MARKET EXPERT
- ▶ HEALTHLINE
- ▶ SHAREPOINT
- ▶ ORACLE
- ▶ MICROSOFT OFFICE
- ▶ SALESFORCE
- ▶ REMEDY TICKETING TOOL
- ▶ ACD CALL ROUTING
- ▶ CISCO VOIP SYSTEMS
- ▶ AVAYA CONTACT CENTER
- ▶ CENTER VU/LUCENT
- ▶ CUSTOMER INTERACTION CENTER (CIC)
- ▶ SDC INTELLIDESK
- ▶ MTE - SYMPOSIUM NORTEL
- ▶ TELSTRAT CALL MONITORING

ORGANIZATIONS

- ▶ **The American Association of Healthcare Administrative Management (AAHAM)**

PROFESSIONAL EXPERIENCE

Baylor Scott & White Health (BSWH) | Dallas, TX | 2015 to Present

Senior Market Research Analyst

Collect, analyze, and interpret intelligence on consumers (satisfaction, retention, loyalty, etc.), competitors, and the marketplace to inform strategic business goals concerning growth, service line focus, and community outreach programs. Determine the likely trends that will affect North Texas using patient drivers, trends, themes, and challenges in each of the BSWH healthcare markets. Extract data from independent Internet searches, state databases, vendor data, financial data, customer relationship management, and analytical/marketing software. Assist moderator with primary market research involving the coordination of focus groups. Consolidate data into actionable items for leadership across the nonprofit provider healthcare system. Work independently on moderate to high complexity projects and communicate findings in written reports and presentations.

- Help attain fiscal year 2018 5% increase in the number of unique patients to BSWH facilities including organic growth into new market areas across Texas by managing data analysis for future partnerships and acquisitions of other hospitals, stand-alone ER facilities, and primary care offices.
- Forge productive relationships with clients including the marketing team, physician liaisons, C-suite executives, and clinical/non-clinical departments across the organization, delivering results from tracking competitive brand image and marketplace performance to support and guide strategic initiatives.
- Leverage Healthcare Administration education and research planning to conceptualize the organization's service area and create comprehensive reporting to meet community needs and gain ground in a competitive market.
- Year over year 5-point increase in conversion of Targets to BSWH Patients matching the campaign success criteria working with state consumer mailings utilizing segmented data mail from internal databases and software to match demographics of campaigns for internal clients.
- Consistently contribute to growing the organization's commercial insured payer type 10% year over year by focusing on revenue, profit, and patient volume.

Methodist Health System | Dallas, TX | 2013 to 2015

Stroke Registry Site Coordinator

Served as liaison for all administrative tasks related to the customer website to ensure the accuracy of site content and maintained access of user accounts. Created and disabled an average of 3 user accounts per week and maintained the integrity of the information presented to internal/external customers. Developed and maintained general policies, standard operating procedures, and quality assurance processes for data abstraction, analysis, submission, and reporting. Responded to all requests for registry information and data to include: clinical interpretation of data, data submission process, data quality, and comparative institutional report interpretation.

- Reduced errors by proactively reviewing data accuracy and discrepancies before database submission deadlines in coordination with healthcare providers and department leaders, preparing for hospital service line certifications with registry site audits.
- Improved efficiency 80% and reduced timelines for data collection 20% by working with leadership to communicate case improvement opportunities in the abstraction phase with patient outcomes.
- Communicated effectively across a complex organization and packaged information for multiple audiences, organizing regular communications of results and initiatives via newsletters, memos, emails, and other publications.
- Remained on the cutting edge of industry changes by participating in registry conference calls and attending 4 training sessions.
- Cultivated and maintained robust registry vendor relationships, resulting in streamlined processes for addressing potential issues and cost-saving opportunities for the company.

PROFESSIONAL EXPERIENCE, CONT'D

TMX Finance | Savannah, GA | 2013 to 2013

Call Center Manager

Managed a title loan call center consisting of 15 associates supporting 750 offices nationwide. Served as the escalation contact to clients, partners, and internal teams and supported sales staff, account management, and leadership. Handled forecasting, scheduling, hiring, and employee relations to determine staffing needs. Monitored team progress and set employee expectations, delivering one-on-one meetings, formal reviews, performance feedback, and training as well as developing career maps and coached to ensure behaviors aligned with corporate goals. Oversaw escalations and customer issues to completion including root cause analysis. Reported weekly and monthly to senior leadership on Key Performance Metrics (KPIs).

- Performed exemplary large-scale project management and led the successful transition of the support center from Savannah, Georgia to Irving, Texas, interviewed and hired new employees and managing all employee relations during the relocation phase with the remote guidance of the corporate human resources office.
- Drove timely responses to customer short-term loan needs and maintained wait times (goal 0:50 sec, average 0:30 sec) by collaborating effectively with internal teams.
- Developed and evolved processes to ensure recovery from service issues and minimized the impact of the transition by promoting exceptional service levels even during the transition.
- Enhanced the quality and efficiency of customer support and contributed to the knowledge base of the team by sharing best practices and maintaining a high standard of key analytical metrics in different areas including call volume, service levels, abandonment rates, procedural compliance, training, call quality and monitoring.
- Worked closely with the call center director to establish operational policies and procedures as well as actively monitoring Call Queues (ACD) and Service Level Agreements (SLAs) to ensure appropriate adherence and achievement of departmental goals.
- Worked with leadership to create the salary compensation, incentives and bonus structures for all 24 Dallas position requisitions

BlackBerry, Premier | Irving, TX | 2010 to 2012

Team Lead (Manager)

Managed a technical support operations department with over 70 staff that supported BlackBerry Enterprise Solutions to 150 Fortune 100 companies, state and government agencies. Oversaw a team of 23 tier-three Microsoft/BES Certified Analysts and Support Account Managers. Met and exceeded performance standards, monitoring 3,500 calls per day, three shifts along with employee ticket queues, timeline for resolution, and audit solution recommendations. Applied surveys and trending reports to drive customer satisfaction/retention service levels. Addressed technical concerns as an escalation point and advocate to the client. Coached and mentored employees through one-on-ones, team meetings, educational workshops, and ongoing department training.

- Led by example in managing a top-performing team of skilled professionals, supervising technical experts with government/security clearance that possessed in-depth knowledge of each client's BlackBerry enterprise software and deployment setup.
- Reduced time to resolution 80% and consistently exceeded customer service levels by going above and beyond and working around the clock to ensure adequate staffing.
- Successfully built a winning team by recruiting, evaluating, organizing training, and acclimating technical experts with the various Blackberry products and services.

INTERESTS

- ▶ Culinary Arts
- ▶ Travel
- ▶ Volunteer Work
- ▶ Hiking
- ▶ Gym

PROFESSIONAL EXPERIENCE, CONT'D

Team Lead (Manager), cont'd

- Achieved record time to resolution for maintenance and emergency outages by leading national arrangements for immediate planned onsite technical assistance to a customer's location by planning shifts of 100 weekday hours of staffed on-call experts (technical, account & escalation management) 24x7x365.
- Contributed 13 million in annual service revenue, delivered at a maintenance profit margin at or above 40% in additional sales revenue via the account management team, who developed a good understanding of the customer's business and recommended solutions through sales presentations to C-Suite executives to advance their BlackBerry deployment.
- Achieved outstanding 96% client satisfaction as a team by staying abreast of client maintenance agreements and escalating issues and concerns to all areas of the organization.

Methodist Health System | Dallas, TX | 2003 to 2010

Call Center and Communication Director

Oversaw two departments and 25 staff in the call center and the private branch exchange (PBX) department. Defined policies, procedures, metrics, and reports for call center operations. Monitored system performances and improved processes to ensure prompt and accurate responses. Participated in ongoing education and networking with other facilities to maintain and expand professional and technical knowledge. Administrated a \$160k budget and produced ROI reports. Worked closely with the IT department to maintain department equipment and software. Answered customer, physician, and hospital administration complaints, concerns, and escalations. Provided voice conferencing and web conferencing solutions to senior leadership and management. Maintained system-wide directory, on-call physician/administrative directory, and the Emergency Notification System.

- Maximized resources and raised productivity 100% by conducting effective resource planning.
- Promoted excellent service and raised satisfaction ratings 97% by implementing procedures to benchmark standards for service level quotas through call handling, quality assurance, and report trending statistics.
- Boosted retention 90% and improved satisfaction via training and process initiatives to target service levels.
- Raised morale 85% and created a cohesive and positive environment that maximized individual and team performance.
- Generated 60k in annual savings by accurately forecasting and distributing communication technology and translation devices.
- Spearheaded a systemwide overhaul to the telephony network, conducting analysis, developing a business plan, and updating the telecom infrastructure from a PBX switch to a voice over Internet protocol (VoIP), affecting 3 hospital campuses main lines in and out, in addition to all emergency telephone lines to reach police, CareFlight or, patient code assistance.
- Cut spending 30% unnecessary overhead expenditures, saved 70% labor expenses by investing in call center software and contact center monitoring and optimizing ROI while adding value for patients and the healthcare system as it maximized resources to spread calls across all campuses 24/7/365.

EDUCATION

Southern New Hampshire University, Manchester, NH: 2016

Bachelor of Science (Summa Cum Laude) – Health Administration (GPA 3.96)

El Centro College, Dallas, TX: 2014

Associate of Arts – Liberal Arts (GPA 3.72)

DETAILED REFERENCES

AVAILABLE ON REQUEST