



Shalu Prasanna

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Profile

Dynamic and detail-oriented professional with a strong background in social work, patient relations, and customer service, currently excelling as a Senior Customer Service Associate at Aster Hospital, Dubai. Skilled in case management, crisis intervention, counseling, and welfare program administration, with proven expertise in building trust and delivering compassionate care. Adept at managing front desk operations, resolving service issues, safeguarding patient rights, and collaborating with multidisciplinary teams. Seeking to leverage expertise in healthcare and community welfare to contribute to patient-focused, socially impactful roles such as Customer Service Executive, Social Worker, Patient Relations Officer, Welfare Officer, or Counselor.

Work Experience

Senior Associate – Customer Service Executive | Aster Hospital, Al Qusais, Dubai | Nov 2021 – Present

- Deliver exceptional customer service by addressing patient inquiries, complaints, and concerns with empathy and professionalism.
- Manage front desk operations including patient registration, appointment scheduling, and follow-ups.
- Coordinate with medical and administrative teams to ensure seamless patient experiences.
- Safeguard patient data and uphold confidentiality in line with data protection regulations.
- Respond to emergency service inquiries and ensure prompt assistance.
- Provide direct support services through structured patient service processes.
- Evaluate patient needs and recommend welfare or counseling support.
- Conduct responsive group or individual counseling as required.

Assistant Professor | Sree Vidhyadiraja College of Arts and Science, India | Jun 2020 – Apr 2021

- Conducted assessments, examinations, and evaluations to ensure academic progress.
- Mentored and advised students on academic and career development, fostering a supportive environment.
- Developed course materials, syllabus, assignments, and exams tailored to meet student needs.
- Organized and participated in departmental seminars and extracurricular activities.
- Maintained accurate records of student performance, attendance, and progress.

Assistant Welfare Officer / Social Worker – Nirbhaya Project | Thanal Balashram (NGO), India | Aug 2017 – Apr 2018

- Designed and implemented child welfare programs focusing on education and holistic development.
- Conducted individual case assessments and delivered tailored support services.
- Managed distribution of medical, educational, and counseling resources.
- Maintained documentation and prepared reports for compliance and reviews.
- Responded to urgent family crises, providing immediate resolutions.
- Collaborated with local communities to create safe, nurturing environments for children.
- Coordinated with government agencies and legal authorities for official procedures.
- Delivered counseling services for children with trauma, anxiety, or behavioral issues.

Student Social Work Intern | District Child Protection Unit, India | Jan 2016 – May 2016

- Conducted outreach programs to raise awareness on child rights and protection laws.
- Assisted senior social workers in risk assessments and case evaluations of suspected neglect or abuse.
- Provided crisis intervention and counseling support to children and families.
- Delivered basic counseling sessions under supervision of senior staff.
- Ensured accurate documentation of observations, meetings, and reports.

Education

- **Diploma in Psychological Counseling and Guidance** | Bharat Seva Samaj, India – 2021
- **Master of Social Work (MSW)** | Amrita Vishwa Vidyapeetham, India – 2017
- **Bachelor of Arts in English** | University of Kerala, India – 2015

Core Competencies and Skills

- **Customer service management** – Delivering patient-centered support and resolving service issues to enhance satisfaction.
- **Case management** – Assessing client needs and providing tailored welfare, healthcare, and support services.
- **Crisis intervention** – Responding effectively to urgent or high-stress situations with appropriate solutions.
- **Counseling and guidance** – Facilitating one-on-one or group sessions to support emotional and behavioral wellbeing.
- **Patient relations** – Handling inquiries, concerns, and complaints to ensure positive hospital experiences.
- **Data confidentiality compliance** – Safeguarding patient information in alignment with healthcare regulations.
- **Community welfare programs** – Designing and implementing initiatives for social, educational, and health development.
- **Team collaboration** – Coordinating with multidisciplinary professionals to achieve service excellence.
- **Problem solving** – Identifying challenges and applying practical strategies for resolution.
- **Adaptability** – Adjusting quickly to changing work environments and diverse service demands.

Personal Details

- **Date of Birth:** 23 Apr 1994
- **Marital Status:** Married
- **Languages:** English | Malayalam | Hindi | Tamil

References

Available upon request