**Employee: Alaa Abdullah**

**Position: Department Head**

**Evaluation Date: December 2024**

**Evaluation Period: January 2024 - December 2024**

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| **Goal / Evaluation Criterion** |  **Result** |
| Manage the customer relationship management (CRM) system development project and increase customer satisfaction by 40%. | The goal was achieved on time, and customer satisfaction increased by 40%. |
| Ensure work quality and reduce errors related to customer management. | Customer management errors were reduced by 15% compared to previous periods. |
| Utilize software and tools for customer management. | Utilized Daftra, HubSpot CRM, Microsoft Dynamics 365, and Salesforce. |
| Foster a spirit of collaboration among the team to achieve the common goal of increasing customer satisfaction and attracting new clients | Alaa Abdullah motivated the team and encouraged teamwork among them. |
| Participate in training courses to improve leadership skills | Alaa Abdullah completed courses in effective leadership, conflict management, exceptional customer service, performance management, and time and task management. |

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