

UNNIKRISHNAN RAVINDRAN

CUSTOMER RELATIONSHIP MANAGER



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Personal Data:

Father's Name: P Ravindran

Date of Birth: 18/10/1987

Passport No: S 5886376

Nationality: Indian

Marital Status: Married

Languages: English, Hindi
Tamil, Malayalam

Summary

- Dedicated Mechanical Engineer with 10 years of experience in multi-brand automotive customer relations and sales, having strong background in implementing processes and programs, and performing evaluations to ensure excellent customer satisfaction. Strong analytical skills, excellent leadership, team building and sales management capabilities

Professional Skills

- Vast experience in Automotive sales and customer relations
- Expertise in handling ERP software
- Deep knowledge regarding automotive brands, variants & technical specs
- Provides a high-quality customer focused service
- Expertise in sales planning & forecasting
- Possess good analytical and problem-solving skills
- Possess good communication skills

Software Skills

- Primavera-p6
- MS Project
- MS Office
- DMS

Professional Summary

- **Customer Relationship Manager** June 2016 to Aug 2021
Kuwait Automotive Imports Co. W.L.L. (KAICO), Kuwait
- **Lead Sales Engineer** Sep 2014 to May-2016
Kuwait Automotive Imports Co. W.L.L. (KAICO), Kuwait
- **Sales Engineer** Jan 2012 to Aug 2014
Kuwait Automotive Imports Co. W.L.L. (KAICO), Kuwait

Approvals

- Kuwait Society of Engineers (KSE) Approval – Mechanical Engineering

Academics

M-Tech in Production Engineering **2009-2011**

Institution: Government Engineering College, Thrissur, Kerala

University: Calicut University

B-Tech in Mechanical Engineering **2005-2009**

Institution: College of Engineering, Adoor, Kerala

University: Cochin University of Science and Technology

Professional Experience

Customer Relationship Manager

Oct 2019 – Aug 2021

Kuwait Automotive Imports Co. W.L.L. (KAICO), Kuwait

Divisions: **Mazda, Peugeot & Eicher Motors**

Responsibilities:

- Responsible for resolving customer complaints, and coordinates factory assistance when all dealership resources have been exhausted
- Ensures that new vehicles are properly prepped for delivery
- Monitor the delivery of new and used vehicles, ensuring that each customer is informed of his/her warranty details, maintenance schedule and proper use of the vehicle's features, particularly those related to safety. Explains the hours of operation and location of the service and parts departments
- Coordinates customer follow-up programs
- Works with salespeople to ensure that post-sale customer contacts are made within 48 hours of delivery and that updated files are kept on all customers
- Developed and maintained inventory cost forecasts and estimates to ensure continuous operation
- Prepares monthly reports on the status of customer satisfaction in the dealership, including results of all factory-generated surveys
- Discusses dealership customer satisfaction standings with the general manager and department managers, monitoring significant changes and determining possible contributing factors
- Maintains a case history file of all customer complaints and problems, documented with customer's name, type of vehicle, date of contact, nature of problem, personnel involved and detailed description of resolution
- Reviews all post-sale service cases with the service manager once a month
- Maintains a file of the dealership's customer satisfaction achievements
- Attends sales, service and management meetings.

Lead Sales Engineer

June 2016 – Oct 2019

Kuwait Automotive Imports Co. W.L.L. (KAICO), Kuwait

Sales Engineer

Jan 2012 – May 2016

Kuwait Automotive Imports Co. W.L.L. (KAICO), Kuwait

Divisions: **Mazda & Peugeot**

Responsibilities:

- Maintained first-hand knowledge of all vehicle features and specs
- Developed and implemented sales plans, including dealership promotions
- Provided customers with details of available vehicle warranties

- Maintained database of all vehicle pricing and applicable discounts
- Worked with sales staff to implement sales and marketing strategies
- Approved dealership expenditures and tracked monthly revenue
- Prepared dealership budgets and implemented cost-effective management techniques.
- Implemented customer satisfaction procedures and dealt with customer issues.
- Trained new sales staff and provided weekly feedback to all staff members.
- Maintained updated database on all available vehicles.
- Worked with customers to arrange for financing options.
- Approved vehicle discounts and promotional efforts.
- Assisted customers and responded to customer questions

Professional Membership

- Life Member (No: 248617) of International Association of Engineers - Automotive
- Member of Society of Automotive Engineers (SAE)
- Life Member of Indian Society for Technical Education (ISTE)

Declaration

I hereby declare that the above-furnished details are true to the best of my knowledge.

Yours faithfully



(Unnikrishnan R)