

# Ruchi M Shah

Apart from being a dynamic professional with excellent analytical, communication and presentation skills; armed with intense creativity and an aesthetic sense of design, I've garnered a deeply rooted conceptual understanding of businesses, which aids effective execution of project requisites. I look forward to being part of a function in which the experience and knowledge I possess are utilized in the best possible way; while rising up to occasional challenges that arise during my journeys!

## PROFESSIONAL EXPERIENCE

### Assistant Manager (Soft Skills) – Learning:

#### Tech Mahindra Business Services – October `14 – December 16

- Transformation I & II, (Content design & development based on ID principles – Storyboards, e-learning modules, TGs/FGs & PGs, experiential learning modules, ADDIE & VARK models used)
- Project Xcel – Vendor management & Floor management
- Master Calibrator for RLYL & RLYL TTTs & calibrations conducted (Digital assist – then, eServices,)
- NHT Support - Communication concern calibrations & Trainer skills development
- Floor Support - OJT Support (Mentor development & Revamping SOPs) , Project Stride – (TL & Advisor development though tried and tested coaching models)

### Content Development & Editing:

Insperia – August `14 – October `14 – Built content, newsletters, guides etc. for the customer service industry PAN India

### Assistant Manager (Client Relationship Management & Training):

Rosetta stone Consulting Services Pvt Ltd. –

March `14 – Aug `14 - Managed Clientele PAN India while liaising for business requirements

### Independent Freelance Consultant (Learning & Development)

March `10 – June `13 & October `13 – February `14, also December '16 to current

### Senior Trainer (Learning & Development):

June `13 – October `13 NCO India – NHT & Content Support and floor support

#### Offerings delivered as an Independent consultant:

- Bell Soft (Thane) - Accent Neutralization, Stress Management, Time Management, Motivational Sessions
- Cap Gemini (Vikhroli) – Global Etiquette – Cross Cultural Training, Mastering Email Etiquette – Business Communication, Grammatical Coherency
- Ocwen Financial solutions (Jogeshwari/Malad) - Customer Service training & creation of communication based

modules

- Altisource - Language & Soft Skills
- Thomson Reuters - Business Communication
- Morgan Stanley Investment Management - BU HR Admin
- Maersk - Business Communication/Meeting Etiquette/ Workplace Etiquette
- L&T Infotech (Assertiveness & Influencing Skills)
- KIIT University (Campus to Corporate)

#### I. Senior Facilitator – Language & Communication skills

February `06 – March `10: IBM Daksh (now Concentrix)

Processes supported: United Airlines, Citibank, Orange (Wanadoo)

#### ✓ Job Profile

- To innovate training and improve quality via online research
- To deliver targets as per internal/external client expectations
- To provide feedback for communication, phraseology etc.
- To control attrition through different retention techniques
- To develop content for modules used in classroom

#### ✓ Achievements

- Awarded DNG Champion for the Year for support and contribution extended towards Branding and Communication
- Created the Pre Process Board, which was greatly appreciated by the client
- Supervised the Creative /Operational functioning of the Extended Pre Process Team on the shop floor, through mentoring and feedback
- Creative SPOC (sending out teasers, marketing initiatives etc.)
- Grooming & Etiquette (Basic & telephonic) workshops conceptualized
- T Cube Plotter and Module creation and delivery done for Floor Trainers
- Reworked the audit tool to a new, more advanced form for better performance
- Have certified the Language and Accent (Communication) & Soft Skills TTT at IBM Daksh
- Successfully conducted the screening and selection process for CSAT
- Counseling done with agents based on TNA

## II. Senior Executive { Language Coach & facilitator}

December `04 – February `06: [Wipro BPO](#) - NHT Support

Processes supported: Delta Airlines, American Express, AOL & Dell

### ✓ Achievements

- Project Zen (Workshops) for the Talent Transformation Team
- Project HAH (Help at Hand) involving PR with all levels of management within the organization
- TTT Certification for Business Communication & Classroom Facilitation {Train the Trainer} for WBPO

## III. Customer Contact Associate –

July `03 – December `04 -[Wipro Spectramind Services Ltd.](#)

### ✓ Achievements

- Top seller in teams as an advisor
- Was selected to build and deliver consultative selling workshops to peers and leaders

## IV. Public Relations Executive

June'00-December'01: [Gremach Commerce Ltd.](#)

Academic Qualifications: Bachelor of Commerce, Bhavans' College, Mumbai

Also: Diploma holder in Business Administration, ICFAI (Hyderabad)

### ✚ Additional Skills to name a few:

- Business Communication - (Email Etiquette, Corporate Communication, Newsletters etc.)
- MS Office – Operational & other knowledge of tools utilized for project work/presentations etc.
- Public Relations – People Skills coupled with a flair for communication
- Cross Cultural Interactions – Exposure to international Clientele has resulted in a better understanding of the client culture & psychology hence enabling a
- clear picture of client`s business expectations
- Research & Development
- Analytical Skills – Reports, Graphs & other kinds of analysis
- Languages Known – English, Hindi, Marathi, French, Gujarati

### ✚ Personal Info:

Marital status: Married

Family: Husband, Mother & extended family (Indore)

Base location: Mumbai

Open to travel: Yes (\*conditions applied)

*Will localizes us; thought universalizes us. ~Henri Frederic Amiel*

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