

## **VIJAYALAKSHMI A K**

vijaya.viji.lakshmi@gmail.com

+91 9008697722

### **Professional Summary:**

- Professional Salesforce Developer having 5 years of IT experience including 1 year experience at onsite (USA)
- Possess good knowledge in salesforce configurations and CRM functionalities
- Expertise in writing Apex Triggers, Classes and Visualforce Pages with best and secure coding practices
- Experience in writing AMP scripts for personalizing the Push Notification & Email Template messages in Marketing Cloud
- Expertise in developing web services for integrating with the external system
- Experience in various successful CRM production deployments involving large scale configuration, customization, integration and data migration
- Experience in various successful Integration deployments involving multiple customers, vendors and systems
- Work experience in Eclipse IDE with Force.com Plug-in for writing business logic in Apex programming language
- Have good working knowledge in querying Force.com database using SOQL & SOSL queries in Workbench
- Experience in integration of AppExchange application with Salesforce
- Expert in Code review, Code analysis and Performance engineering
- Expert in Defect Fixing and Experience in Defect Tracking tools like Team Track and Service Now
- Expert in effective UI design with Visualforce Page, HTML, CSS and Java Script
- Good team player with problem solving abilities and effective communication skills
- Individual Contributor as well as Team Player with strong interpersonal skills, always volunteer for challenges.

### **Technical Expertise:**

**Application:** Salesforce.com Cloud CRM Platform

**Web Services:** SOAP, REST

**Web Technologies:** HTML, XML, JavaScript

**Integrated Development Environment:** Eclipse, Soap UI

### **Certifications:**

- Salesforce.com Certified Force.com Developer
- Salesforce.com Certified Force.com Administrator
- Salesforce.com Certified Sales Cloud Consultant
- Business English Certificate (BEC) Preliminary

## **Professional Experience:**

### **Project #1: Farmers Insurance Group Marketing – Message Center Hub implementation:**

**Client:** Farmers Insurance Group, Los Angeles – CA

**Employer:** Tata Consultancy Services

**Duration:** Mar 2016 – Present

**Role:** Developer

Farmers Insurance Group requires a Message Hub to centrally distribute messages from all Farmers applications over 3 channels – Push Notifications, Text and Email using Marketing Cloud. They also require a Preference Management System to be built in Salesforce where the customer can select his/her preferred mode of communication for each type of message. A Message Center Inbox is required in Salesforce that will display all the messages delivered to the customers using Marketing Cloud.

#### **Responsibilities:**

- Configured the App Center for integrating the Mobile App with Marketing Cloud
- Developed Push Notification templates for personalizing the messages
- Configured Automation Studio for extracting file from ExactTarget FTP location to Data Extension and for sending Push Notifications at scheduled time
- Developed queries for extracting the customized bounce email report from various data views and to get customized report to track the number of clicks & opens in the emails sent
- Configured the Marketing Cloud connector for integrating the Salesforce with Marketing Cloud
- Developed Email Templates using AMP script for personalizing the email messages with the data sent from Billing system and with data retrieved from Salesforce using Marketing Cloud connector
- Configured Automation Studio for sending Emails to end users at scheduled time
- Created SRS document for the Push Notification and Email design
- Developed Apex Callouts for sending Salesforce data to SOA which in turn invokes ExactTarget Api for sending Real Time Emails through Triggered Send definition
- Configured Outbound Messages in Salesforce for sending Salesforce data to update record in external application
- Worked with Marketing IT Business for all requirement clarifications
- Participated in all discussions with other Business group of Farmers for Push Notification & Email implementation.

## **Project #2: AIG L&R RIS – Salesforce CRM Enhancements and Integration with Third Party Distributions:**

**Client:** AIG, Woodland Hills – CA

**Employer:** Tata Consultancy Services

**Duration:** May 2014 – Feb 2016

**Role:** Developer

AIG L&R RIS has implemented Salesforce CRM for their Business. It is being used by the Internal and External Wholesalers for selling their Products, managing their Business efficiently by coordinating with the Brokers/Agents, tracking their daily Activities, conducting Campaigns with Top Producers, setting up Target for Sales each year and tracking the Sales Details & Compensations. Other than the Salesforce CRM, the Wholesalers are using few third party Applications like Concur Expense Management System, Edge Order Portal, Foresight Illustration System, Wholesaler Compensation System & AIG Contact for all internal Businesses. Integrating Salesforce CRM with all the third party Applications is required for using the Salesforce as the only source for all their Business and its efficient management.

### **Responsibilities:**

- Involved in requirements gathering with Client Business Analysts
- Created detail Design documents and Component specifications
- Involved in re-design of the complex triggers to avoid the governor limits
- Integrated Salesforce with Foresight Illustration System and Edge Order Portal by configuring SSO through Connected Apps and SAML Response
- Designed and developed SOAP API for inbound calling from Foresight System
- Developed complex XML Parsing logic for processing the response from Foresight System
- Designed and developed REST Webservices for processing the orders and tracking the shipment information of the orders submitted from Edge Order Portal
- Configured Single Sign On for connecting Salesforce CRM from AIG Contact site
- Developed complex batch jobs for handling bulk data uploads from Wholesaler Compensation System
- Developed Force.com Sites for integrating with Concur Expense System
- Developed Complex apex classes involving multiple callouts for processing the request and response from Concur Expense System
- Integrated ExactTarget with Salesforce using Marketing Cloud Connector for efficient use of conducting campaigns by Marketing users
- Installed MapAnything App for plotting of different Contacts in Salesforce through Territory Optimization
- Configured Salesforce1, the mobility solution for Salesforce CRM for the field users
- Developed complex logics for customization of Event association with multiple contacts for Salesforce1

- Integrated Salesforce with Avaya CTI for making calls with Contacts and automated tracking of the calls through activities associated with the Contacts
- Documented the Business Requirement document for integrating various Expense Monitoring System in AIG with Wholesaler Compensation and Salesforce
- Given extended support for all Business issues related to Salesforce & Salesforce1
- Participated in meetings with Business for project status by representing TCS and other Business Team within AIG for Salesforce & Wholesaler Compensation impacted projects
- Deployed all the change sets with test coverage of more than 95%
- Documented the application runbook for Business users
- Mentoring the Interns and new Joiners of our project.

### **Project #3: AIG L&R RIS – Siebel to Salesforce CRM Migration:**

**Client:** AIG, Woodland Hills – CA

**Employer:** Tata Consultancy Services

**Duration:** June 2013 – April 2014

**Role:** Developer

The AIG SunAmerica Retirement Markets Inc is a wholesaler of various investment vehicles. Their product line is divided up into multiple product lines. In addition, their market is segmented into three sales teams, Financial Institution, Wire House, and Independent Financial Advisor. Each sales team has its own group of internal and external wholesalers, as well as, phone support from internal wholesalers from the other groups. External wholesalers contact agents within a firm to place their product for purchase by the agent's customer. Internal wholesalers support External wholesalers in the placement of the product and agent follow-up. In some verticals within the organization the External wholesalers utilize assistants to enter contact information, schedule appointments, record meeting information, marketing materials etc. All these functionalities of the existing Siebel system are migrated to Salesforce.com CRM.

### **Responsibilities:**

- Involved in requirements gathering, design and development
- Configured Home Page component with Dashboards, Custom links, Calendars with restriction of visibility for different users based on hierarchy through Visualforce components
- Configuration of Salesforce "Out of Box" Accounts, Contacts, Opportunities, Products, Activities, Campaigns for efficient management of day-to-day Businesses
- Developed Visualforce pages for Contacts, Campaigns to provide rich UI and good end user experience
- Integrated Salesforce with Outlook through "Salesforce for Outlook" plugin for bi-directional syncing of Activities

- Developed REST Webservices for real time integration of Salesforce with mWholesaler, an iPad application for field users
- Developed Apex Triggers and Classes for processing the Sales Details and Wholesaler Compensations from nightly feed through mWholesaler
- Developed complex batch classes to create and delete the sharing of large volume of records incase of changes in hierarchy without hitting governor limits
- Performed migration of more than 1 million data from old Siebel system to Salesforce CRM
- Conducting and coordinating the User Acceptance testing with Client partners
- Involved in 24/7 support for this high availability Application
- Co-ordination with onsite team at US

**Project #4: Group Insurance Proposal, Sales & Account Management – Link2GI Salesforce Implementation:**

**Client:** Prudential Insurance Company of America, Shelton, CT

**Employer:** Tata Consultancy Services

**Duration:** July 2012 – May 2013

**Role:** Developer

The Group Insurance Sales and Account Management organization has moved to a consultative, client-centric approach to selling, utilizing Miller Heiman methodology. To effectively support this new approach, integration with Salesforce.com has been requested. Integration with Salesforce.com has provided Sales and Account Management with a single application for sales and account management tracking and management reporting, and will result in long term efficiencies in daily processes.

**Responsibilities:**

- Implemented the Salesforce “Out of Box” setup to store the Broker/Client information in SFDC
- Created Validation Rules, Workflows to enable Data Integrity and to automate the process
- Designed and Developed Webservices for the following requirements to Integrate Salesforce with the Interfacing System to provide seamless transactions to end users
  - To submit a Proposal to an External System, on saving a Proposal from SFDC
  - To fetch the Contacts from an External System and add them to SFDC
  - To upload Attachments related to Proposal to an Interfacing System
- Built Apex Sharing with Triggers and Scheduled Batch Classes on top of the Salesforce Security Model to meet the complex sharing for Proposal, Contacts and Book of Business records

- Developed Scheduled Batch Classes to Aggregate all the Inforce Premiums and Coverages for a Broker, Client and Contact
- Developed rich UI, Visualforce screens to provide good user experience for Proposal, Contact Integrations and used Visualforce rendering to render the Proposal screen as a PDF to be attached in emails
- Created “Out of Box” Reports and Dashboards for End Users and Executives
- Created Visualforce Reports to provide one screen view of data which could not be processed in Salesforce “Out of Box” Analytics
- Created Unit test classes to maintain 90% code coverage
- Contributed to Internal and External Quality Code Reviews
- Contributed to Solution Design Document by having regular meetings with the US customers
- Prepared Pre and Post Deployment Checklist and Deployed several SFDC components.

**Duration:** January 2012 - June 2012 (**Training Period**)

**Employer:** Tata Consultancy Services

**Awards and Recognitions:**

- Got 99.9% CSI from Customer for successful implementation of Siebel to Salesforce Migration and 100% CSI for implementing Salesforce1.
- Received Best Developer award for my outstanding performance on various complex integration projects with Salesforce and Salesforce1 implementation from AIG VP & CIO (Life & Retirement).
- Always got good performance rating every year.

**Education:** Bachelor of Technology – Computer Science and Engineering  
Kalasalingam University, Krishnankoil, TamilNadu, India.