PARTH S BADANI

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SUMMARY

Customer Success SME with 4+ years in SaaS and 2x Presidents Club, driving retention, expansion & product adoption across SMB to Enterprise. Expert in managing full customer lifecycle onboarding to renewal and translating product usage and customer health data into strategic long- term relationships, with a track record of 115%+ NRR& $4M+ in revenue using tools like Gainsight, Amplitude, Salesforce & Power BI. Passionate about customer advocacy, proactive value delivery & cross-functional alignment in high-growth, agile teams.

EDUCATION

Babson College   **Aug 2023 - Dec 2024**
MS, Business Analytics   *Boston, MA, USA*
• **GPA:** 3.4/4.0

PROFESSIONAL EXPERIENCE

Vosyn AI   **Aug 2024 - Present**
Customer Success Intern   *New York, NY, USA*

- Drove product-market fit for a conversational AI platform by relaying direct feedback from over **70+ early adopter clients**, influencing the implementation of **2 new features** and leading to a **30% improvement** in customer trial-to-paid conversion.
- Designed a feedback and adoption framework through a **Notion-based outreach tracker integrated with Zapier and Calendly** to automate follow-ups for missed client appointments.
- Partnered with Product on feature adoption sprints & tracking on JIRA, resulting in a **25% increase in core usage** across 30 users.
- Acted as a technical liaison, running tailored onboarding and troubleshooting sessions that helped achieve a **92% CSAT during the beta phase** while driving weekly integration between client needs and rapid engineering sprints.

SurveySparrow   **Jan 2023 - May 2023**
Senior Customer Success Executive   *Remote*

- Managed strategic relationships with **35 enterprise accounts across ANZ & APAC**, maintaining a detailed record of customer-product interaction on all CRMs and comms systems.
- Launched QBR campaign for **7 high-risk accounts** via customer health insights from **Gainsight**, mitigating churns and **improving feature adoption to 65%.**
- Rolled out an expansion initiative with resellers, **resulting in $200K in upselling** & multi-department adoptions per account.
- Ensured proficient **collaboration with product, marketing, and sales** reps on **Slack**, setting up health parameters with automatic Slack notifications to inform churn risks and expansion plans.

Freshworks   **Jan 2020 - Aug 2022**
Customer Success Executive   *Remote*

- Oversaw a **$4M+ ARR portfolio of 100+ MM & enterprise accounts across MEA & NAMER**, driving **25% YoY expansion** and exceeding team targets across 2 years with **130%+ attainment** and **2x Presidents Club**.
- Analyzed over **200K product usage events** from **Gainsight PX & CS** to segment accounts by vertical, signup cohort, and adoption tier, driving customized playbooks across **3-4 targeted client segments**.
- Partnered with product and engineering to turn **voice-of-customer insights from 45 clients** into a **Field Service Management module** with defined user stories, acceptance criteria, and beta feedback loops, enabling a **3-month build-to-launch cycle** that drove **$540K in cross-sells**, and **lifted NPS to 56** across strategic accounts.
- Ensured **bi-weekly delivery of health insights and retention** updates to **Head of CS**, operationalizing a reporting dashboard across **Gainsight** and **Power BI** for monthly pipeline meetings.
- Used industry-specific **product segmentation & product analytics** through **GainSight** to build targeted playbooks and QBRs, identifying gaps with underutilized modules and cross-sell opps, that enabled a **$400K ACV expansion** in 5 months.

- Led multi-phase, cross-functional rollouts and **high-touch EBRs across 40% of my portfolio** that unified departments, displaced legacy vendors, and drove **115%+ NRR**.
- Partnered with **AEs** to run **20 strategic EBRs** onsite in South Africa, unveiling **multi-year renewals & $1M+ ARR expansion** with a **75% product adoption rate**.

Freshworks   **Jan 2019 - Dec 2019**
Customer Success Intern   *Chennai, TN, India*

- Handled **2000+ scale portfolio** as **founding CS for NAMER**, juggling multiple support tickets, segmenting accounts and providing pre-90 and red accounts with a personalized, value-driven GAP approach.
- Focused on **200+ SMB and high value accounts** as team scaled, and delivered **product training, feature adoption and strategic outcome driven QBRs** to **100+ SMB customers** across the US with a **97% retention rate**.
- Leveraged multiple parameters like **product velocity, headcount, industry specific product adoption, ARR, investor portfolio**, etc. to segment accounts and identify high potential accounts for a **white glove approach**.
- Logged and analyzed **customer feedback** in **Salesforce** to inform self-service KB improvements via Freshdesk, reducing SLA breaches and support ticket volume.
- Launched **predictive usage** and **customized value retention dashboard** via **GainSight plus Power BI**, surfacing churn risks that drove a **5.5% churn reduction**.
- Orchestrated **multi-departmental ITSM module expansion** from **$10K to $132K ACV** for **Thirty Madison**, displacing legacy competitors from tech stack, and used this advocacy as a success case study for **12 major healthcare clients**.

AIESEC   **Jan 2016 - Jan 2017**
Business Development Intern   *Chennai, TN, India*

- Led **outreach and partnership development** with local businesses to secure internship opportunities for hospitality programs.
- Negotiated and closed partnership deals, onboarding **15+ organizations** across sectors like sports, education, tourism & non-profit.
- Co-ordinated end-to-end B2B engagement, from cold outreach and pitch meetings to onboarding and post-placement support, contributing to a **30% increase in regional partner engagement** and **expansion of AIESEC's brand visibility**.

KEY SKILLS

- **CRM & Sales Tools**: Salesforce, HubSpot, Gainsight, Slack, JIRA, Freshdesk, Vitally, Google Docs, Amplitude, Notion, Loom
- **Data Analysis & Reporting**: Power BI, Tableau, SQL, Snowflake, SLA Dashboards, Hygiene Audits, Powerpoint, MS Word
- **Organizational**: Stakeholder & Cross-Functional Collaboration, Product Adoption, Customer Journey & Mapping, QBR

PROJECTS

SaaS Revenue & Churn Forecasting |
https://drive.google.com/file/d/1WDMxlo5T0olrihXd7nFnK9XDPEUT57dH/view?usp=drive_link

Simulated 200K CRM records & created pipeline tables (New & Expansion MRR) using Python, Power BI, & Excel. Built cohort tracking, churn heatmaps, & rep-level dashboards; identified churn concentration in APAC SMBs & stagnancy in pipeline velocity.

Outcome: Defined cross-sell strategy and NRR reporting that increased forecast reliability and campaign targeting efficiency.

RAG Self-serve agent

Led an advanced programming capstone at Babson, vibe-coding with clients to build a custom conversational AI bot that automated CSAT surveys and instant query resolution via a Python RAG framework and deep KB indexing.

Outcome: Managed agile sprints & live feedback loops, driving 60% process automation, CEO advocacy, & an A+ project distinction.

VOLUNTEERING EXPERIENCE

Babson College, Analytics Club
Director of Business Development

Led a 40% increase in event foot traffic through LinkedIn campaigns, emails, & promotional assets in HubSpot with Adobe Express.

Secured $10K+ in sponsorships and managed digital campaigns for Babson's largest hackathon with 10+ uni partners in Boston.