

PRADEEP RAY

Contact No.: +91 9873049933 / E-Mail: pradeepray12@gmail.com

Seeking senior managerial positions in Application Support & Development / Project Management / CRM Lead/ Operation Lead with a technology-driven organisation of repute

Professional Synopsis

- ✦ A technology driven professional with **24 years** of experience in development, management of Customer engagement & post sales related applications in the Domain of ERP, CRM, Service Dealer Management and Customer engagement applications.
- ✦ Have Techno-Functional expertise in SAP, Implementation & Support of TALISMA CRM used for Omni Channel Customer engagement, Solution Architect for In-House Customized Service Centres management systems
- ✦ Collaboration with Internal Business Team and Global IT Team including Local and Global Vendor
- ✦ Managed Multiple Projects with end-to-end Implementation acting as Solutions Architect and Project Lead
- ✦ Managing TALISMA CRM for Contact/Call Centre, Regional Service Platform for Customer Service (AP-NeWSIS Regional Application for Sony Authorised Service Center Operation) end-to-end functionalities and local 'Repair Mobile Service' operation application
- ✦ Hands on experience in various facets of SAP Implementation for CS module. Key Project member for Customer Service functionality during SAP Implementation, Upgrade and development of multiple interfaces into various system
- ✦ Team player with the ability to coordinate with other members and activities across multiple functional areas and global locations.
- ✦ Leading POS (SAP-B1) application team for providing implementation and support to end users (Brand Shop Sony Centre, Sony Exclusives etc.) on usage of various functionalities on SAP-B1. Making sure of 100 % usage after training by continuous feedback and support
- ✦ Excellent analytical and troubleshooting skills with ability to effectively adapt to rapidly changing technology and apply it to business needs in an effective manner
- ✦ Worked with **SONY India (P) Ltd., New Delhi as Assistant Manager – Information System.**

Areas of Expertise

Techno-Functional Competency

- ✦ Analysing user requirements to understand the problem domain and suggest the alternatives available for a solution to them
- ✦ Coordination with users on requirement as per management direction along with Regional Team to make part of Regional Platform
- ✦ Analysing on effort estimation and take it forward with local/regional Vendor as per direction of management
- ✦ Keeping track of IT budget
- ✦ Designing the data types & creating required Tables, Data Elements, Domains, Views & Structures.
- ✦ Worked on development of interfaces with the existing modules, Smart Forms / Layout Sets, Dialog Modules, Batch Data Communication, Custom Control, ABAP/4 Query, Function Module, Subroutines, etc.

System Design & Development of CRM & Customized Customer Engagement Platforms

- ✦ Mapping requirements and providing customized software solutions involving finalization of product specifications and selection of appropriate techniques.
- ✦ Conducting system study/ coordinating with team members for maintenance & support.
- ✦ Handling various technical aspects like software design, coding of modules, monitoring critical paths & taking appropriate actions.
- ✦ Managing smooth implementation of projects at client location.
- ✦ Extending post-implementation, application maintenance and technical support to the client.

ERP-SAP Implementation

- ✦ Key Team member for CS during implementation, Upgrades, Enhancements of SAP ERP:
 - Mapping Business Requirements (As-Is & To-Be Analysis)
 - GAP Analysis
 - Developed functional and technical specifications
 - Prototyping and demonstrations
 - Developed relevant reports as per user requirements
 - Application Design & Development

- [Post Implementation Support and providing training to end users](#)

Training & Support

- ✍ Leading both SAP B1(POS) Training team and CRM support team.
- ✍ Helping team to build the model of training as per requirement and other parameters
- ✍ Keeping system available to users for the best experience
- ✍ Evaluation of training & support skill of training by various survey, feedback etc
- ✍ Successfully able to convert 180+ Sony Brand Shops on POS by providing functional training across India

Career Contour

Since Jul 1996 – Feb 2020	SONY India (P) Ltd., New Delhi	Asst. Manager – Information System
----------------------------------	---------------------------------------	---

Key Deliverables/Projects:

Since 2019 to Feb'2020

- ✍ Development of Customer 360 Degree Module as Common Marketing Database (CMDB) for creating and managing campaigns for better Customer Life Time Value management
- ✍ Merging of Customer data of Mobile kept in different CRM in TALISMA
- ✍ Complete ownership of Customer Service-related changes in Regional and Local application since 2009
- ✍ Leading SAP-B1 Support team

Year 2017-18

- ✍ TALISMA CRM Version Upgrade to latest 10.0
- ✍ Social Media (Twitter and Facebook) Integration with TALISMA CRM
- ✍ Real Time Integration Between TALISMA CRM and AP-NeWSIS
- ✍ GST Implementation for SAP CS Module, AP-NeWSIS, Mobile Repair System (Local Application for Sony Mobile Authorised Service Center Operation) and SAP-B1(POS for Sony Brand Shops)
- ✍ Automation of Escalation Process with work flow in TALISMA
- ✍ Project for taking Customer Consent through Missed Call in TALISMA
- ✍ Team wise Auto Populate of data in TALISMA CRM to save agent time
- ✍ AP-NeWSIS roll-out for Professional Service Division
- ✍ SRN and In-Warranty Claim Work-flow in AP-NeWSIS

Year 2013-2016

- ✍ Repair Status Tracking through Home Page for Sony End Customer
- ✍ Computer Telephonic Integration (CTI) between TALISMA CRM & AVAYA (System to handle Customer Voice Call)
- ✍ Project for Duplicate Contact Merging in TALISMA CRM system
- ✍ Dealer & Retailers Sell through upload process for Installation Call Registration
- ✍ Accessory Order Process in RMS
- ✍ Auto STN Creation Process by RMS for Defective Material
- ✍ FOC Stock Settlement Module in RMS
- ✍ Work Flow for HO approval process in RMS

Year 2009-2012

- ✍ Worked as Team Lead to Implement AP-NeWSIS at Sony India with understanding As-Is and To-Be Process
- ✍ Integrating AP-NeWSIS with SAP R3 through various Interfaces and Business Warehouse
- ✍ Data Archival Process in AP-NeWSIS
- ✍ Enabling of Customer Chat in TALISMA CRM as one more channel for Customer engagement
- ✍ New Process adoption as per Industry practice for Accidental Damage Cover for Sony VAIO Laptop
- ✍ Change in Part allocation logic for Consignment Stock in AP-NeWSIS

Year 2000-2008

- ✍ Management of on-going Foxpro based application to Power Builder system with SQL Server 6.5 for Authorised Service Centres
- ✍ Carrying changes as per business & Industries requirement in Power Builder based system which was used for more than 250+ Authorised Service Center
- ✍ Compiling Data from all India and making Network Summary report for Top Management
- ✍ Core Member for implementing SAP R3 for Customer Service Module
- ✍ Worked on ABAP for creating various reports and process designing for In-Warranty Claim

Year 1996-1999

- ✍ Designed and Developed Service Management Application based on Foxpro used for 80+ Authorised Service

Center

- ↳ Developed application of ISIS Coding (International system Information system) used mainly for reporting to quality department Sony Factory and Sony Singapore
- ↳ Developing of Oscar system (system through which based on raw data of repair are being analysed to identify main cause of fault and other management reporting like TAT, Slow Repair, High Value Part Consumed etc.
- ↳ Report Generation for Management like Network Management

July 1994 to Apr 1996

ONIDA, New Delhi

Programmer cum Operator

Key Deliverables:

- ↳ Designing, developing & implementing Pay-Roll Package including Medical and LTA reimbursement.

Project Handled:

Project **Human Resources cum Payroll Generation System**

Environment Foxpro

Description This is a customized Human Resources cum Payroll Generation System made for ONIDA. This package keeps track of the various HR aspects of the company and also helps in generating the payroll registers of the company.

Academic Credentials

PMP	Completed PMP Training	2016
MBA (IT)	Sikkim Manipal University	2009
M.Com.	Dr. Bhimrao Ambedkar University, Agra	1998
B.Com.	Maharishi Dayanand University, Rohtak	1995

Diploma & Training

Trained in SAP/R3 – ABAP 4	Atlantic Duncan International, New Delhi	2000
Trained in Oracle 7.0 under UNIX	Techna Consultant, New Delhi	1996
Diploma in Personnel Management	IMT – Ghaziabad	1996
Diploma in UNIX, Unify & 'C'	Uptron - ACL, Faridabad	1993
Diploma in Computer Programming & System Analysis	Computer Professional, Faridabad	1990

Personal Dossier

Date of Birth	12 th September, 1972
Languages Known	English, Hindi, Bengali, Oriya & Punjabi