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| **Jeevitha Annapoorna Kasturi**  **✆:** +91 9100933031 | **🖂:** [jeevithaannapoorna@gmail.com](mailto:jeevithaannapoorna@gmail.com)  **Client-focused EXECUTIVE | customer service expert | PROCESS IMPROVEMENT STRATEGIST**  ***Industry Exposure: Banking & Customer Service***  ***Customer-centric executive offering 13 years of expertise in*** *improving the bottom line and turnaround of underperforming operations and* ***unmasking potential risk and opportunities*** *for* ***boosting customer satisfaction as well as vertical growth*** *of the organization. Fostering* ***inclusive and dynamic culture with an upbeat and positive outlook*.** | |
| **Synopsis**   * **Successful track record** in operational, team, and risk management to steer the organization toward customer satisfaction and profitability * **Rich expertise** in leading and directing new hires, employee development, Risk investigation, and providing a superior level of customer service * **Highly skilled at** leveraging interpretation of Quality Analysis reports, identification of training needs for the team, audit and escalation procedures * **A strategic leader, adept at** developing plans to reduce customer returns and refunds and thus the operations costs for the organization. * **Excellent team player;** mentored and guided talent development of direct reports and assist in the training of the new hires.   **strengths**  Operation Management | Customer Service | Risk Management | Team Management | Continuous Improvement | Resource Management | MIS Reporting & Documentation | Customer Satisfaction | Vendor Relations | Mentorship  **CAREER HIGHLIGHTS**  **At Axis Bank**   * Received Excellence Award for handling Tech help desk Operations * Winner of “On-time Quality Contest” across all departments and nominated for MD Award * Augmented FTR from 65% to 93% from 2016 to 2017 * Maintained Zero over TAT cases throughout the year * Slashed nodal/MD escalations from 30 per month to 0 per month   **At Amazon**   * Selected as **Holiday Team lead within 7 months** of joining the organization. * Aid the customer in identifying the right products thus boosting customer loyalty * Developed Quality Analysis reporting process to support the Retail Chat team. * **Best Team Lead Award** in January 2012 * Quarterly Rewards and Recognition Awards * **Excellent CSAT and CSR from the Customers** in Retail and Digital domains * Accountable for managing Team Metrics   **EDUCATION**    **B. Tech (Electronics and Communication Engineering)** | 2009  ***Training:*** COPC Basic Training | 2020 | **KEY PROFILE SECTION**  ***Manager - Phone Banking | Axis Bank | Jul. 2015 – Present***  **Growth Path:** Deputy Manager | Jul. 2015 – Apr. 2020 🡺 Manager | Apr. 2020 – Present  *Managing a team of 75 executives in handling technical queries of the NRI and Priority Customers and spearheading the resolution of customer queries related to Internet Banking. Set up Technical helpdesk team of 10 inbound team to handle Internet Banking queries.*   * Monitoring the overall functioning of retail liabilities business partners on operations floor. * Successfully leading a team of 60+ vendor staff and 10 in-house staff for two different processes – NRI and Forex, Technical helpdesk. * Built 2 helpdesk teams to provide solutions of complaints related to digital channels such as internet & mobile banking * Managing the Transition Process & implementing SOPs to facilitate smooth functioning of process * Develop knowledge-based documents to assist people with issues online * Identify sales opportunities and drive revenue, while keeping NPS at the core of the customer engagement. * Emerged as topper of NPS score across multiple LOBs since inception * Organize weekly team meetings to update the team on any process changes, quality issues and team SLA and KPIs. * Leverage opportunities by identifying areas of improvement and executing corrective measures * Actively involved in managing Level 3 escalations, conducting training of call centre agents, identifying improvement areas, and recommending appropriate measures. * Generating and presenting various weekly/monthly MIS reports pertaining to process, and productivity   ***Senior Associate - Digital Chat | Amazon | Feb. 2011 – May. 2015***  *Delivered exceptional customer support with an ability to empathize with and prioritize customer needs, capable and compassionate go-getter with*  *conflict resolution, negotiation, and de-escalation skills. Supported US clients and India clients.*     * Created innovative and impactful strategies to handle customer service operations * Functioned as a point of contact for all customer escalations handling it with a positive feedback loop * Streamlined customer experience by managing multiple projects. * Led, mentored, and reviewed the performance of 10+ recruits while fostering a dynamic and inclusive workflow culture * Served as a SME for the training team with focus on learning & development to produce the best possible training outcomes. * Acted as Holiday Team Lead (twice) for Chat Team and Email Team. * Trained new hires, briefing them on the processes for Chat and E-Mail support   ***Quality Assurance Engineer | XLNT Idea Printing Robotic company| | Mar. 2009 -Mar. 2010***  *Competent in design, development, and enhancing test processes and reporting for QA procedures*   * Developed and executed test plans and detailed test cases based on requirements and/or customer conversations * Worked independently and in a team environment to meet tight deadlines executing under pressure |