

Curriculum Vitae

Krunal.J.Parmar

Mobile No: 09898172064

Curent Address :- Plot No-197/1,
Nr-ADC Bank, Sector -29, Gāndhīnagar.

Email ID : Krunalparmar172064@yahoo.com

Objectives:-

I would like to work in a challenging environment where my abilities can be used to make a difference thereby allowing me to grow along with the organization

Achievement:

All over India Best CRM Officer - 1st Runner up Award -2015-16 (PAN INDIA) at Atul Auto Ltd.

All over India Best CRM Officer - 1st Runner up Award -2014-15 (PAN INDIA) at Atul Auto Ltd.

All over India Best CRM Officer Award – 2011 (PAN INDIA) at Piaggio Vehicle Pvt Ltd.

Experience:-

1. Organization : Atul Auto Ltd.

Tenure : 14th Nov'2011 till date
Designation : Sr.CRM Officer (Sales and Service – Gujarat)
Type of industry : Automobile/Auto Ancillary/Auto Components-3 Wheelers comm.Veh.
Role Category : CRM Sales and CRM Service Coordinator & Handling all administrating work
Of Marketing Office Ahmadabad

Sales Profile:

- Collection of customer database from dealerships on a daily basis.
- Greeting customers and helping them with their enquiries or concerns.
- Receiving inquiries by multimedia like. Customer care, Face book, India mart, Truck dekho.
- Generating lead and Compile send to Zone wise RM and Sales Officer and CRM.
- Make follow up call after resolution of complaint & compile resolution status.
- Handling Sales Enquiry/Sales related issues query resolved by Customer Care Help Line Number of Gujarat state and Pan India.
- Handling customer complaints in customer care Help Desk.(Sales/Service)
- Resolved problems with corporate customers to maintain relationships and increase return customer base.
- Achieved established KPI for company, regional team and individual performance through teamwork and focus on customers.
- Maintain a high level of customer satisfaction in all auto sales to increase retention and referrals to drive repeat sales.
- Joint field work and induction.
- Dealership visit, Sales and support For Sales enquiry and bookings, Direct Sales and Customer relations.
- ATL (National level, Local ads-billboards, bus stops, TV, radio, magazines, newspaper) & BTL (direct mail campaigns, Camp Activity, Loan ,trade shows, catalogs, brand promotion activities, telemarketing, free sampling, and exhibitions) Activity organized for dealers for increasing sales volumes.

- Making new Dealer Network for increasing business of the company.
- Motive dealers and team to achieve targets and performance standard.
- Working in coordinator with dealer development department and appointment dealers and secondary network in accordance with company norms.
- Looking after the promotional Sales/Service activities of company by handling SMS advertising/Newspaper Advertisement/Whats'up Message, E-Mail Campaigning, Road Shows campaigning and Lead generation other sales promotion activities with dealers and attend selected service activities for a day & collect direct feedback from individual customers. Entrenchment of DMS etc.
- Plan, direct and control the dealership sales, sourcing, and refurbishment team to meet monthly targets of preowned commercial vehicle.
- System installation, subsidy process, sales promotion activity etc
- MIS Report -Make various reports- Sales report, product wise/ Month wise, Stock report etc...
- Generating & compiling CRM reports and Sales leads reports which will share with the regional & service planning team on monthly basis. (All India GM ,Gujarat – AGM,RSM,RM,SE, ,DDD)
- TC Office – Gandhinagar – ARAI Document submission (3Wh.Cargo,Paxx,Electric vehicle)
- Monthly Vahan Data MIS reports five state and Daily Vahan data MIS update Gujarat state. Providing support for institutional sales with government agencies like GEDA, Pavitra Yatra Dham, etc. to utilize different subsidiary scheme.

Sales Profile: - EV vehicle

- Providing support for institutional sales with government agencies like GEDA, Pavitra Yatra Dham etc. to utilize different subsidiary scheme.
- Providing support for documentation, verification, payment disbursement towards company account with state government agencies like GEDA, Pavitra Yatra Dham etc.
- GEDA/PAVITRA YATRA DHAM – Atul Elite Customer Document and Bill Submit subsidy process, at Gandhinagar District Development Agency & Taluka Development Agency coordinator for vehicle delivery.
- Gram panchayat Vehicle Delivery & update details to GEDA Gandhinagar for Subsidy.
- Elite (Gem Paxx & Cargo) Customer feedback Reports of all agencies like GEDA Customers and Pavitra Yatra Dham (Temple) to improve and suggest product modification.
- Collecting the daily sales reports from all the centers & Analyzing the report and providing suggestion to the centers.

CRM Service Profile:

- Handling 25 no of dealership, Gujarat state & with the team of 16 CREs.
- Dealership CRM executives Handling & CRE Meeting once in a quarterly basis indicating improvement areas and also for rewarding the performers.
- Heading the Customer Relationship Management Team in resolving all the Sales and service related issues (Team size 16).
- Making strategies for efficient functioning of the CRM team to increase their productivity like Providing Training to the CRM department at dealers point in Gujarat and new joiner in Atul Auto Ltd.
- Responsible for maintaining relationship between company and the telecom operators.
- Atul Sahay (LGO – Local Garage Owner) Contact Every Month to meet the organization goals
- Providing excellent customer service to all customers, at all times

- Make all type PPT presentation, planning for new initiatives to improve CSI, NPS delight and retention (Customer Satisfaction Index, NPS Score).
- Role involves co-coordinating with Regional Branch Service Team, Dealer & Dealers Workshop Manager
- Guiding 15 dealership CREs (Customer relationship Executives) of Gujarat State for their day to day operations, reports, CSI implementation and Activities.
- Vehicle Off-road reports update on daily basis all Gujarat.
- Resolving Customer Complaints, Sending Failure Information Reports.
- Co-Coordinating with 14 CRM Officers of Pan India for regular reports and project updates.

New Initiatives:

- Improvement of NPS (Net Promoter Score)
- Gained understanding of customer needs and translated the same into product requirement resolved customer complaints
- Customer complaint analysis and plan / facilitate for reduction in resolution lead time and reductions of complaints at source
- Analyze Customer survey / feedback through different source and plan
- Developed a template i.e. CRM SOP (Standard Operating Process) which help at dealership to improve their productivity.
- Designing and applying various methods to accomplish targets on monthly, quarterly, and yearly basis like SSI & CSI.
- Ownership of customer feedback Reports of all dealership of Gujarat to improve and suggest any product modification.

Admin Role: -

- Handling HR activities like maintaining attendance record and update database of employees in biometric system.
- Maintaining leave records of all employees of Corporate Office - Ahmedabad.
- Updating inward and outward courier details on a daily basis.
- Checking all bills related to sales, service and other office expenses.
- Maintaining Head Office Administrative Like, Petty Cash, Office Clearing, Office Stationery, HR Activity, New vendor, House Keeping, Transportation, Lunch Facilities etc.
- To Co-ordinate with HODs, team members to for relevant information and submit the same
- Co-ordinate with all internal department, staff for better office activities and operations to secure efficiency and compliance to company policy from the management.
- Daily routine housekeeping activities & maintain housekeeping as per company standard.

2. Organization : Cargo ford - Dealership

Tenure : 25th July'11 (3 Month 16 Days)
 Designation : CCM (Customer care Manager) Service.
 Type of industry : 4Wheelers Automobiles Ford.

Job Profile:-

- Handling Dealership CCE (Team Size – 3) and Tele callers through daily report, i.e. Home visit reports, free service calls follow-up, JDP calls, PSF calls, and Weekly reports check.
- Customer complains handling. i.e. (CVP and JDP Customer)
- Daily Open concern & close concern reports – (PSF – Customer)
- Daily free service data & paid service data fill up in comp. Software as a tele callers properly Mention.

- Every day's follow-up reports generated CCE – day wise.
- Booking list daily in fill up in excel sheet
- CVP (Customer View Point) customer complain Handling & close the Satisfaction.
- Dealership Daily performance Tracker excel sheet i.e.(CVP,FRFT,)
- Monthly reports tracking.

3. Organization : PIAGGIO Vehicles Pvt. Ltd.

Tenure : 23rd Sept -2009 to 23 July-2011 (22 Month)

Designation : CRM Officer. (Customer Relationship Management) Service – Gujarat

Type of industry : Italian Multinational Co. Manufacturer of Light commercial vehicles
(3 & 4 Wheelers)

Job Profile:-

- Improved Service Quality By Implementing. Strategic guidance to channel partners on service matters.
- Organizing service camps & promotion activities.
- Ape Pariwar Customer Meet & Briefed PIAGGIO profile, ape pariwar Scheme information, Monthly reports.
- Ape Pariwar meet Report Dealer and State wise monthly service MIS.
- Customer Input data from Service Engineer Gujarat.
- Resolving Customer Complaints, Sending Failure Information Reports
- Key Account Customer satisfaction MIS reports.
- Vehicle off road reports Daily Basis – 4W Vehicle - dealer wise –Gujarat.

IN CDMS (Customer Dealer Management system)

- Post Sales Satisfaction (New Vehicle Installation Feedback). Every QTR. Monthly report.
- Close monitoring of product performance & feedback
- Customers are briefed on 3W, i.e. Product, privilege, and Ape Pariwar Scheme, at the time of vehicle purchase.
- Happy calls Analysis – Service per dealer customer contact daily basis.
- Internal CSI parameters as per format 3w – 4w customer quarter wise Reports.
- Completion of Dealer & State wise CSI feedback for the Quarterlies 3w & 4w.
- State wise Internal CSI Score 3w & 4W.
- Internal CSI Score reports quarter wise average 3W & 4W.
- CRM Activity Monthly report Dealer wise.(GUJARAT)
- None reporting customer Analysis and contacted & complain and Saul the problem.
- Heading the Customer Relationship Management Team in resolving all the service related issues
- Organizing CRE Meeting. (It is expected that the CRO organizes the dealer CRE meeting once in a quarter for better understanding of CRM activities in the state and also showing them dealer wise result on quarterly basis indicating improvement areas and also for rewarding the performers).

Goal in life:

To Excel in my field and be recognized in the family of the industrial society as a successful person...

Computer Knowledge base:

Operating System : Word, Excel, Power point

Application Soft- wares : PGDCA, MS-Office, Power point

Letter/Typing draft : Gujarati, Hindi, and English

Academics:-

Degree	Month /Passing Year	Board / University	Percentage
PGDCA	JUNE – 2009/2010	ECIL – ECIT	B GREAD
T.Y.B.A	MARCH – 2008	NORTH GUJARAT UNI	60.00
H.S.C	MARCH – 2004	GUJARAT BOARD	64.00
I.T.I	JULY – 2000 / 2002	GSVT	67.00

Personal Information:

Birth-Date : 8th July, 1985
Permanent Address : D /1 01, Rajkamal Apartment,
NH.No.8, Nr.Bajrang Ashram,
Saijpur Bogha, Krishanagar, Ahmedabad – 382345.
Marital Status : Married
Languages Known : English, Hindi and Gujarati.
Hobbies : Watching Movie, Cricket.
Strengths : A good team member, Co-operative, hardworking, Confident about my work

Declaration: I hope you will give a chance to interact. I will perform my duties with the best of my ability, and I will try my best to satisfy you and my superior with my hard work for which I shall thank you.

Date :

Thank You

Place : Ahmadabad

Krunal Parmar