

Sandeep Kaur



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AREAS OF EXPERTISE

- ◆ Sales Operations
- ◆ Strategic Business Planning
- ◆ P & L Management
- ◆ Revenue Generation
- ◆ Compliance & Audits
- ◆ CRM
- ◆ Service Delivery
- ◆ Collection & Retention
- ◆ Vendor Management
- ◆ People Management

ACADEMIA

(2004) Master of Arts in English Literature from Saurashtra University

(2000) PGDBA (Personnel Management & Industrial Relations) from Symbiosis Centre of Distance Learning, Pune

(1996) Post HSC Diploma in Electronic Communications from AV Parekh Tech Institute, Rajkot

A seasoned professional and a team player with proven adaptability to changing business environments and challenges. A motivated self-starter with ability to positively influence sphere of work by leading by example.

CAREER SUMMARY

- ◆ A seasoned professional with over 21 years of experience in multifarious business environments with proven abilities in driving key business result areas for positive top line revenue and bottom line cost.
- ◆ Breakthrough performer in leading B2C operations in the field of Customer Relationship, Acquisition, Life Cycle Mgmt., Collection & Churn-Retention Management.
- ◆ Adroit in Communication, Liaising, Operations & Processes, Building Standard Operating Procedures, Execution and Delegation, Productivity, Building & Managing Motivated Teams, Partner Management, AOP-Budget Management.

CORE COMPETENCIES

Acquisition & Quality of Service: Driving B2C Sales and end to end after sales services including upselling, cross selling, farming repeat business, enhancing revenue from existing accounts, billing, collection, retention from acquired and serviced accounts.

Quality of Service & Compliance: Maintaining compliances in line with processes & audits with internal and external agencies & statutory bodies.

Innovations at Service: Managing change and automation at work with technology interventions for developing accuracy of process workflow, self-help service modules and thus enhancing ease of service.

Segmentation & Campaign Management: Effective segmentation of customers sustained on suggested behaviour for creating campaigns around increasing revenues and longevity in the system. Managing the effectiveness of these campaigns through two of the organization's largest touch points i.e. inbound and outbound call centre and own retail stores.

Revenues, Cost Budgeting & Ebitda: Strategizing Annual Operating Plan to minimize cost input as a percentage of the revenue output. Optimization of revenues by productivity attached to segmented campaigns of upselling through service channels. Reducing bottom line costs by constant restructuring/reinventing service parameters/payouts & productivity thus achieving positive Ebitda for the BU.

Team & Partner Management: Demonstrated track record of building and growing passionate motivated teams who have matured and grown to shoulder empowerments and delegations. Have created a trustworthy network of partners who have always been ROI positive, based on imbibed values of productivity set by the organization.

CAREER TIMELINE

Airtel Ltd

- ◆ Consultant – Processes & Distribution Operations, Huntsville, AL, US (Oct'18-Mar'19)
- ◆ Retail Manager – Establish & Operate CoCo Stores for Baroda & Saurashtra Zone, Gujarat (Apr'15-Nov'16)
- ◆ Head – Customer Communication & Revenue Enhancement, Gujarat (Aug'11-Apr'15)
- ◆ Head – Postpaid & Prepaid Self-care Service, Gujarat (Jan'10-Jun'11)
- ◆ Manager - Upselling & Revenue Enhancement, Gujarat (Jun'07-Dec'09)
- ◆ Manager - Retail Franchise & Retention, Gujarat (Jun'06-May'07)
- ◆ ZSDM - Collection, Bad Debt, Retention, Service Assurance & Compliance, Rajkot Zone (Dec'05-May'06)

Reliance Infocom Ltd

- ◆ Town Customer Care Head - Rajkot Zone (Mar'04-Dec'05)

Idea Cellular Ltd

- ◆ Regional Service Co-Ordinator- Saurashtra (Feb'00-Mar'04)

Punwire Ltd

- ◆ Officer Customer Service, Jamnagar (May'97-Jan'00)

Tripan Marketing Pvt. Ltd

- ◆ Supervisor & Service Engineer, Jamnagar (Apr'96-May'97)

PROJECTS UNDERTAKEN

- ◆ Six Sigma Green Belt Project at Bharti Airtel on “Incremental Revenue per customer by 30% with a financial saving of 60mn for circle.”
- ◆ Six Sigma Yellow Belt Project at Bharti Airtel on “Minimizing Rejection & Yielding Excess Revenue in Upselling via Tele calling.

TRAININGS AND WORKSHOPS

- ◆ Six Sigma Green Belt Training.
- ◆ Winning Through People.
- ◆ Achieving Business Success.
- ◆ Leadership Competencies & Assessment Program.

PERSONAL DOSSIER

Date of Birth: 8th April 1975

Marital Status: Married

Languages Known: English, Hindi, Gujarati and Punjabi

CAREER HIGHLIGHTS

Airtel Limited

(Dec'05-Nov'16)

Managed multifaceted roles & teams over a tenure of 11 years encompassing sales, service, Collections, retentions, retail store operations, audits & compliance in the prepaid and postpaid domains for both segments of B2B as well as B2C.

RESPONSIBILITIES

- ◆ Established & managed operations and P&L of company owned stores for Baroda and Saurashtra zones of Gujarat circle.
- ◆ Was responsible for achieving sales targets of new activations, managing & upselling to the existing base as well as maintaining churn within defined standards.
- ◆ Managed collections and financial reporting for all stores with audits and compliance hygiene with paramount diligence.
- ◆ Headed the communication function for all internal and external customer base in accordance with the communication process guidelines set by the organization.
- ◆ Promoting self-care options of service through sms, emails, ussd, ivr, cell info & website based platforms.
- ◆ Headed the VAS & UnR upselling function with a revenue generation portfolio of INR 6Mn per Month through an outbound calling set up of 70 seats.
- ◆ Managed service operations for retail franchise showrooms for the circle in terms of base management, service parameters, audits, payouts and P&L.
- ◆ Was responsible for onboarding of new subscribers, management of existing base, Collection, bad debt management, retention, Service Assurance quality audits, Compliance and franchise showrooms for Rajkot zone.

ACHIEVEMENTS & ACCOLADES

Bharti Airtel Ltd

- ◆ Awarded “Star Performer Award” Four times in Bharti Airtel Ltd.
- ◆ Awarded “Best Zonal Manager-Retail” of the circle in Bharti Airtel Ltd.
- ◆ Won a Trip to Singapore as a part of the “Achievers Club” for winning the National Competition in Own Retail Category.