

NIKHIL SONI

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18 years of Experience in Marketing & Operations. Industries - Telecom, Hospitality, Gig marketing platform & Research. Key Skills - Product & P&L Management, Customer Life cycle Management, Acquisition Marketing, Lead Generation Campaign Management, Marketing Communication, and Consumer Insights & Research, Digital marketing, CONTENT & VAS, Business Development, Tele marketing operations & Team Management.

PERSONAL DETAILS :

- 📅 **Date of Birth** : 29th August 1979
- 🗣 **Languages Known** : English, Hindi

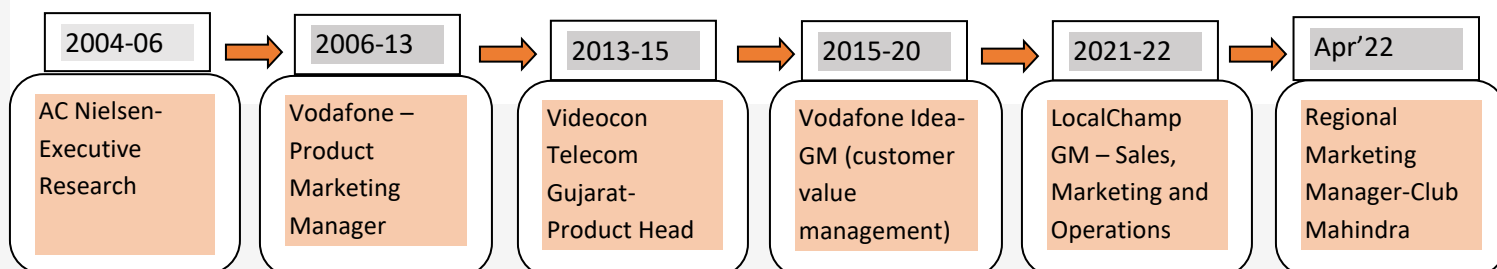
EDUCATIONAL DETAILS:

- 🎓 **B.E.(Civil) : 2002** – Madhav Institute of Technology & Science, Gwalior
- 🎓 **MBA(Marketing) : 2004**- IMS, Devi Ahilya University, Indore

Profile Summary

- 🔧 Hands on experience in **Product & Profitability (P&L)** management of both B2B & B2C Business.
- 🔧 Consistently delivered multiple digit growth of **Revenue, EBIDTA & market share** improvement YOY and improved ROI through long term planning.
- 🔧 **Product/Business Planning & Operations**- Proficient in managing business operations through effective strategy, **business planning, product development, pricing strategies**, product innovation, product launch, **driving GTM Initiatives**.
- 🔧 **Customer acquisition, Acquisition Marketing and Lead generation to get new customers**.
- 🔧 Build Launch and Track the marketing strategies, marketing campaigns and Branding (**ATL & BTL Both**). Alliances and promotional activities using events, fairs, Societies, Clubs etc.
- 🔧 **Customer Life cycle Management**- Acquiring new customers, On Boarding of customers, Base Management, customer communication and also Customer Retention.
- 🔧 **Customer Retention**- Postpaid (Consumer: B2C & Enterprise: B2B) & Pre-paid customer retention with special focus on High Value customers. Run **Loyalty programs** to engage with customers.
- 🔧 **Customer Experience Management** – Have an integrated view of the customer experience based on **customer studies- NPS/TNPS/RNPS/BTI** & linking it to business/functional KPIs. Derive the **consumer insights**, GAPs, design & drive the actionable across the organization at corporate as well as circle offices.
- 🔧 **Customer Journey & Communication**- Design customer journey for all products & services. Define Customer communication guidelines for entire organization for all the mediums.
- 🔧 Managing the entire **Telemarketing setup**- Efficiency & Productivity. Manpower planning/hiring and Retention. Generate Revenue, keeping cost in control to run profitable business.
- 🔧 Forecasting & Business planning, **Building detailed Yearly Budgets** broken into monthly targets for all the KPI's and build plan to achieve them.
- 🔧 **Startup Experience**- Conceptualization, Building business model, Identify the resources needed, Optimum Resource Allocation and Utilization, Business Development, Team Building, Call center operations.
- 🔧 Decisive, Strategic and Performance driven Individual. Strong **analytical & problem solving** abilities coupled with excellent **communication & Presentation skills**.
- 🔧 Flexible, Adaptable, Hands on Approach. Detail oriented logical attitude which helps in managing multiple projects, **handling cross functional teams (CFTs)** & cross functional interactions.
- 🔧 **Digital Transformation & Engagement**- Have worked on Launch of various Content and Service base apps which included defining customer journeys, enhancing the customer engagement & lead the organizational transformation to be ready for Digital challenges.
- 🔧 **Competition Tracking**- Closely Track Competition Offers, Products & Prepare the right response, take cross functional approvals and quickly launch the appropriate counter.

Selected Career Timeline



Profile Details

Club Mahindra : Regional Marketing Manager- West

Apr 2022-Till Now

- Develop, plan and execute the marketing strategy. Establish goals and create a strategy for meeting marketing deliverables
- Customer acquisition, Acquisition Marketing and Lead generation to get new customers.
- Marketing campaigns and Branding (**ATL & BTL Both**). Alliances and promotional activities using events, fairs, Societies, Clubs etc. to generate leads for getting new customers. Build and Maintain relations with various media stakeholders.
- Ideate and launch Social Media Marketing, SEO and e-mail marketing for generating the leads.
- Managing the entire **Telemarketing setup**- Efficiency & Productivity. Manpower planning/hiring and Retention. Generate Revenue, keeping cost in control to run profitable business.
- Collaborate with the sales team to align the marketing efforts with sales strategy.

LocalChamp (Australian Startup): General Manager- Sales, Marketing & Operations <https://localchamp.com.au/>

Jan 2021-Mar 2022

- I Head the business operations- Manage the entire operations including Business Development and marketing.
- Conceptualization Business Model & Services- Resources needed, costing, Revenue generation avenues, customer journey.
- Digital Marketing**- Drive FB Campaigns to generate leads & drive revenue. Organically drive traffic and hence business using SEO.
- Call center Operations**- Inbound & Outbound both. Utilize the resources efficiently to ensure good customer experience.
- Team Building**- Identify the need- skill sets needed for running the entire business. Hiring, Induction, and On Job Training.

Vodafone Idea Cellular Ltd : Customer Value Management- Business Development Manager (BDM)- Andhra Pradesh & Telangana

Mar 2019 – Dec'2020

- Responsible for managing the AP&T Circle business End to End. Responsible for **Revenue and Profitability Management** for circle. Managing Rs130cr. /month Revenue business. Managing New customer Acquisition, Usage & Retention, DATA & VAS Business
- Acquisition**- Launch products, promotions and schemes to increase new customer acquisition. Ensure good quality of acquisition. Maintain engagement with Sales team & trade. Maintain & Increase share of Gross Additions
- Customer Lifecycle Management**- Campaign management, Increase Revenue Earning BASE, Reduce the churn and especially high value churn, Reduce zero users from the customer base by running segmented campaigns & products. Segmented products and campaigns to increase Revenue, ARPU and improve customer engagement.
- Key KPIs** – ARPU, Unlimited subs addition, Unlimited penetration, RES BASE ,OG Unique users, Data Unique Users, 4G Unique users
- Competition Tracking**- Closely Track Competition Offers, Products & services which may influence market & customers and have an impact on our business. Prepare the right response, take approvals and quickly launch the counter.
- Customer Journey** – Design/Write customer journey for all new products & services including Digital properties like APPs & Website. Conduct VOCs to identify improvement opportunities in current processes. Modify existing CJM to incorporate new changes driven by regulatory / insights
- Customer Communication**- Define customer communication planner for all the pull & push modes including 121/SMS/OBD/USSD/PCN/Apps/ website/ Social Media. Conduct pilots to improve impact of communication.
- Target setting & Reporting**- Budget planning & forecasting, setting monthly targets, Performance presentation, and dashboard.
- Regulations**- Meet the statutory regulatory compliances, Terms and conditions and all TRAI Filings correctly & within timelines.
- Enhancing Digital Engagement with customer base which included adding new users , increase usage/recharges/bill payment etc

Achievements

- TOP3 Nationally in Unlimited Net additions in H1 of FY 19-20
- Highest Penetration of Digital recharges in India among all the states.

Idea Cellular Ltd :DATA Head – Gujarat

Oct 2016 to Mar 2019

- Head of DATA vertical** in Marketing with **Revenues of Rs.350Cr/annum** & also manage entire customer experiences on DATA
- DATA Vertical includes 2G+3G+4G, Handheld devices, Data card & Unlimited Product portfolio for both Prepaid & Postpaid.
- Budget Planning, Business intelligence, Data analysis, Data Acquisition, CLCM, Usage & Retention and Campaign Management.
- Drive 4G & VOLTE Adoptability for faster Return on Investment and better customer experience.
- B2B**- Account specific offering in Postpaid to cater to requirement of every ENTERPRISE ACCOUNT.
- Manage new site planning, LUS Reduction planning and Maximum extraction from ICR Sites

Achievements

4G

- Launched 4G & VOLTE services in Gujarat.
- No.1 in 4G Traffic/site & 4G Subs/site

DATA/Unlimited

- National Best practice on customer communication
- No.1 Nationally on postpaid DATA User Penetration

Idea Cellular Ltd : VAS, CONTENT & DIGITAL Head – Gujarat

July 2015 to Sep 2016

- Head of VAS & Digital vertical for Gujarat. Achieve the Budgeted Revenue & Penetration Targets & %age to GSR as per Budget
- Launch and manage the Digital APPs for Music/Movies and Games.
- P2P SMS- Revenue, Usage, Users, Segmentation & campaigns to attract & retain customers.
- Increase the Revenue, Penetration of VAS Services by good mix of Voice/Text services like- Caller tunes, P2A, Voice Portals, MCI

- Manage & ensure excellent customer experiences on VAS Services and also manage customer communication efficiently.

Achievements

VAS

- Turned around the business with 8% +ve growth after 2 years of de-growth.
- Lowest customer complaints in country

Digital

- Launch of Digital properties for 1st time.
- No.1 in services like EROS NOW

Videocon Telecom Ltd : PRODUCT Head – Gujarat

Feb 2013 to July 2015

- Prepaid Product Head: Managing New customer Acquisition, Usage & Retention, DATA & VAS Business
- Launch products, promotions and schemes to increase new customer acquisition. Ensure good quality of acquisition. Maintain engagement with trade.
- Customer Lifecycle Management, campaign management, Increase REC BASE, Reduce the churn and especially high value churn.
- Budget Planning, Business intelligence, Data analysis, Competition Tracking.

Achievements

- Part of the re-launch team for Videocon in Gujarat. Built the systems, processes & team from scratch.
- Increased the new customer acquisition from 20k to 2.5lacs/month

Vodafone West Ltd: VAS & DATA Head - Gujarat

July 2010 to Jan 2013

- Head of the VAS & DATA vertical of Gujarat circle with contribution of 18% (Rs500cr/year) to total circle revenue.
- Responsible for the DATA & Devices (including Blackberry) Business end to end. Managing the entire customer lifecycle on DATA.
- VAS Products, Platforms and services like VOICE (Caller Tunes, IVR, Voice Packs) TEXT (P2P,P2A,USSD etc.) &
- Budget Planning, Business intelligence, Data analysis and Presentation to TOP Management.

Achievements

DATA

- Launch of 3G Services & Devices in Gujarat
- Data vertical moved from <1% to 7%

VAS

- Portfolio improved from 28cr. To 50cr./month
- No.1 in the Country on services: CRBT/MCI/Sport

Vodafone West Ltd: USAGE & RETENTION - Gujarat

Apr 2007 to Jun 2010

- Responsible for **revenue & customer churn** targets for the circle. Special focus on retaining high value customers.
- Manage the entire **customer life cycle. Increase Usage/Revenue** by increasing customer engagement, reduce zero users through specially designed segmented offerings and win back campaigns.
- New Product Launch** to increase market share, to target a particular set of customers & also to counter competition.
- B2B**-Account specific offerings in Postpaid to cater to the specific needs of each ENTERPRISE ACCOUNT.
- Ensure our offerings & products are **profitable at each account level** & also at each product level.
- Campaign management and communication to customers, channel partners & retailers. ATL & BTL Communication plan.
- Regular **customer, sales team and contact center interactions** for better understanding on problems and provide solutions.
- Meet the regulatory compliances and all TRAI Filings within timelines.

Achievements

Usage & Retention-Prepaid

- Lowest Prepaid churn in country
- Successful Zero Users win back program

Usage & Retention- Postpaid

- Lowest Post-paid churn in country
- Launched Pro-active customer retention Program

Vodafone West Ltd: Roaming - Gujarat

Apr 2006 to March 2007

- Responsible for the Roaming Business end to end, both International & National Roaming. Revenue & customer experience both.
- Establish **International Roaming tie-ups**: Agreement, Finalize Terms & conditions, Testing and Commercial Launch.
- National Roaming**: Establishing and maintain roaming partnerships with all operators
- CAMEL Testing** & Launching. Establish GPRS tie-ups with IR partners to enable customers to use data in Roaming.

Achievements

- No.1 in the country in launching new International Roaming Tie-ups
- 1st to complete the CAP3 Testing with all National operators- Seamless roaming for prepaid customers

A.C Nielsen – Vadodara, Gujarat

Executive Research | June 2004 to March 2006

- Conducted the Syndicated Research as Team member of the Retail Store Audit Team
- Clients Handled- Coca-Cola, TI Cycles, Metro Dairy
- Prepared the questionnaire, brief the field team, Analyze the data & make the presentation
- Prepare Special Category level in-depth analysis and summary report with detailed trends & graphs for clients