

SHASHANK PARMAR

B.E. | MBA

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AREAS OF EXPERTISE

Business Strategy: Planning and execution and monitoring end to end process, analyses, Change management

Project Management: Direction/daily management of multiple jobs across cross functional teams, forecasting and budgeting

Operations Management: Focussed, process driven & customer oriented with unsurpassed work ethic.

Team Management: Team player, comfortable working in large and diverse teams, Experienced in leading teams.

Specialities	Change management, Strategy, Customer service, Operation Management and Internal Audit
Software Skills	Microsoft office, SAP (ECC production and BI Production)
Language Skills	IELTS 8.0 (L-8.5,R-8.5,W-7.5,S-8)

ACADEMIC ACHIEVEMENTS

MBA (Energy and Infra)	2012 - 2014	Pandit Deendyal Petroleum University	83.85%
B.E. (Mechanical)	2006 – 2010	Gujarat University Ahmedabad	64.62%
Class XII	2005 - 2006	Kendriya Vidyalaya Ahmedabad (CBSE)	71.40%
Class X	2003 - 2004	Kendriya Vidyalaya Ahmedabad(CBSE)	78.60%

Professional Experience

Manager, Customer service, Torrent Power Distribution Ahmedabad

April'20- Current

Head Front End Zonal Operations: Amraiwadi Plugpoint

- Responsible for daily front end operation including flawless registration of various services and bill payments in a zone of Torrent Power limited
- Key element owner in various development and execution of customer related initiatives for the zone
- **SPOC:** Responsible for liasoning with various High value customers and all level customer communication
- Driver for application pendency reduction in zone at various levels of execution
- **Change Management: Successfully headed billing level restructuring for 12 Lakh + customers across Ahmedabad licence area**
- **Certified Integrated Management system(IMS) internal Auditor** for Torrent Power Limited for ISO 9000:2015, ISO 14001:2015,ISO 50001:2018 and ISO 55001:2014
- **Certified IMS Trainer** for Torrent Power Limited

Assistant Manager, Customer service, Torrent Power Distribution Ahmedabad

Sep'14 – April'20

Core Team Member: Customer Service Strategy And Operation Team

- Team member for key strategy formulation and implementation of various segments of revenue cycle such Meter reading and billing, payment assistance and payment defaulters.
- Responsible for **assessed bill reduction** planning and formulation of strategy for improved customer experience through accuracy in billing.
- **Change Management:** Successfully executed change management of brand recognition at payment platform, substitute development at payment platform and new technology implementation at employee level
- **Forecasting** number of new consumers expected to join the licensee which would further aid in understanding the growth parameter in the licensed area, load planning and power procurement and manpower management.

- Cross functional Strategy: Team member in formulating strategy in revenue and non-revenue impact analysis on distribution business.
- **Strategy formulation in case of defaulters**-Segmentation of disconnected customer, monitoring the frequency of disconnection to provide better service for rare defaulters. Assisted in Promise to pay model for retaining the customers ultimately less hassle to customers and **better man power management**
- Strategy formulator for segmentation of HT customers across the licence area.
- Core team member and Internal trainer Integrated management.
- Strategy formulation: Scorecard implementation in customer service and R & R proposition.
- Primary level Union liasoning for various strategy implementations in customer service.
- **Vendor Management** and performance analysis for outsourced meter reading operations.

Core Team Member- Customer Portal project

- **Business analysis** to formulate algorithms, liaise with Technology for design and testing for different application processes related to customers such as new connection, Name change, Extension/Reduction of load etc.
- Assisting in designing strategy for customer promotions of portal applications and bill payments hence reducing footfall at zone with increasing customer experience.

Project Head: Easy Pay bill collection partner set up

- Targeting areas to Easy Pay (offline bill collection partner), Timely monitoring of Easy pay growth, strategizing joint promotional activities targeted for customer awareness.
- Responsible for smooth transition of Mobile van to Easy Pay - Replacing mobile van locations with Easy pay which will allow a wider payment window at the location with reducing the **cost of collection**.
- Successfully opened **250 Easy Pay outlets** across Ahmedabad and Gandhinagar
- Handled promotion of Easy Pay across Ahmedabad and Gandhinagar and raised the receipt of the offline collection partner to **1.3 lakh** receipts a month in a span of 1 year.
- Responsible for customer satisfaction for billing off-line collection channel and.

Project Head: Bill Collection centre Remodelling

- Remodelling of over 30 bill collection centre which aided **to a brand identity, standard look and feel and improved infrastructure** to Torrent collection centres and added advantages like payment of disconnected services, timely recovery, faster reconnection, better customer experience.
- New collection centre setup- Identifying Strategic location, Franchisee to invest .Selection and allocation to have maximum customer footfall, concentration on better customer service.
- In-depth data analyses & preparation of **MIS to senior Management**, Collate weekly statuses reports and generate presentations for senior management.
- Responsible for timely **mystery audit** of bill collection centres-Checking collection centre's performance on various customer interaction parameters.
- **Liaison with bill collection franchisee** regarding investment and service betterment.
- Vendor management- Bill collection allocation, timely completion, assisting in bill verification and timely bill payments.
- Responsible for quarterly submission of various customer related data to **Gujarat Electricity Regulatory Commission**

Mechanical Engineer, ITER India (Gandhinagar)

Sept 10- July 11

- Dealt with the ASME codes for the designing of components of a TOKOMAK fusion reactor in France.
- A hands on experience with RCC-MR codes(French designing code)

INTERNSHIP- Indian Oil Corporation Limited, Mumbai		April'13- June-13
Summer Internship Program	Role of petrol pump in branding of servo	
	<ul style="list-style-type: none"> ➤ Surveyed and analysed 30 petrol pumps in Ahmedabad region while carrying out focused interview with petrol pump owners ➤ Analysed IOCL petrol pump branding strategy with competitor's retail outlets. ➤ Interacted and surveyed various vehicle owners and carried our research on effect of various brand elements on servo sale. 	

	➤ Advised the key changes in the branding strategy to increase the brand value of Servo.
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