

Shruti Sharma

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Career Summary

Dynamic professional with 10+ years in operations and client experience. Proven leader in enhancing customer satisfaction and efficiency. At Amazon Last Mile, improved partner satisfaction and reduced dispute resolution times. Experienced in change management and data-driven decision-making. Previously managed teams at Livspace Interiors and IKEA. Holds a Post Graduate Diploma in Management in Marketing from NMIMS, Bangalore.

Skills

Program Management, Change Management, Continuous Improvement. Team Management, Stakeholder Management, Client Acquisition, Account Management, Process Improvement, Retail Sales Operations, Operational Excellence, Last Mile Operations, Competitor Analysis, Sales Forecasting

Work Experience

Amazon Last Mile, Bangalore - Program Manager II

May 2022 - Oct 2024

- Managed accounts of approximately **300 national delivery partners**, addressing concerns, **rectifying programmatic issues**, and providing visibility on operational changes.
- Achieved a **93% customer satisfaction (CSAT) score** for **top 10** delivery service partners contributing to **80% of volume**. **Reduced the loss dispute resolution SLA from 23 days to 18 days**. Partner recoveries decreased from **9% to 6.6% in Q4 '23**, indicating heightened **partner satisfaction**.
- Engaged with **10% of dissatisfied** and **50% of unresponsive partners** monthly to gather detailed feedback on their needs contributed to an **80% participation rate** through **targeted engagement strategies** aimed at enhancing their overall experience; additionally, the **feedback mechanism** was improved in January 2024 by reducing open-text questions and increasing multiple-choice questions (MCQs), resulting in a **9% year-to-date increase in participation** compared to FY23.
- Collaborated with **8 business coaches**, channel leaders across 3 zones, WW teams, PMs and external teams like finance, tech, S&OP, analytics, legal and addressing partner's issues, analyzing gaps, conceptualizing and driving programs to improve partner experience.
- Managed **change management** charter as a part of Amazon Customer Excellence team to streamline communication within Amazon stations, ensuring successful implementation and operational visibility for over **150 changes** impacting operations.
- Validated deployments in collaboration with approximately **15 subject matter experts (SMEs)** across **8 work streams** and conducted **10 project closure reviews** for high-priority tech initiatives.
- Conducted **5 bi-monthly change prioritization reviews** with operations leadership and the Amazon Customer Excellence team, alongside bi-weekly reviews with ACES leaders and change champions.
- Achieved **First Time Right (FTR)** metrics of **81%** (exceeding the **80%** goal) and maintained a **13-day approval cycle time**, aligning with our FY'22 objectives.
- Promoted **Daily Deep Dives & GEMBA* routines** with Champion/Bar Raiser certifications with **80 certifications with an 80% conversion** rate for amazon delivery stations.
- Executed extended Delivery Service Partner **standardization** to tailor content for partners, maintaining consistent SOPs implemented across over **800 stations** with **100+ SOPs** for 8 work streams enhancing operational efficiency.

**A management practice where a leader visits the place where work is done to observe employees, identify issues, and improve processes*

Amazon Last Mile, Hyderabad - Channel Relationship Manager

May 2021 - Apr 2022

- Led a team of **4 Team Leaders** overseeing **24 Extended Delivery Service Partner stations** overseeing **44K daily shipments** and **10 partners** including **2 top partners** in AP and Telangana
- Formulated strategies and developed channel-specific **last-mile capacity** to effectively meet **demand fluctuations**.
- Ensured seamless collaboration with middle-mile teams to **mitigate potential delays**. Collaborated across functional departments to identify and address **operational gaps**, thereby enhancing overall efficiency.
- Conducted **cost analysis**, innovated processes, and implemented initiatives to improve quality, **reduce waste**, and streamline operations, securing enhanced performance, **cycle time enhancement** and **delivery experience**.
- Spearheaded collaborative efforts with channel partners, **optimizing operations** to achieve peak revenue, **increased margins**, and **minimized facility losses** at Extended Delivery Service Partner locations.

Livspace Interiors, Hyderabad, Business Manager

Feb 2019 - Apr 2020

- Led a diverse team of **10-15 design professionals**, overseeing **P&L** and ensuring **service delivery standards** were met. Monitored **team's performance** to improve efficiency and promote growth through **mentoring**.
- Ensured best **client experience** through each stage of pipeline from prospect to final conversion. Achieved **10% conversion vs 7% target**.
- Devised short term **sales strategy** to fulfill **revenue targets**. Booked projects worth **3+ Cr** in a span of **2 quarters**.

- **Client escalation management** during project implementation through collaborating with the operations team.
- Collaborated with **branding, operations, partners and suppliers** to drive successful high-end residential projects through effective communication and project management.

IKEA Hyderabad, Shopkeeper - Sales Operations

May 2016 - Feb 2019

- Led a team of **20+ coworkers** and 2 Team Leaders, drove **16% of store sales** with **900+ products**.
- Steered towards department's top turnover, low price and prioritized products by using different media, activities, ensuring availability through **right forecast**, driving **high volume and gross margin products maximizing sales & long term profitability**.
- Collaborated with the commercial team to drive efficient solutions aligned with commercial priorities, emphasizing **top-selling**, competitively priced products through strategic **promotion and forecasting**.
- Analyzed and worked with **price/quality communication** in the department to demonstrate IKEA low price offer and using visual communication and facilitate the **buying process**.
- Did 100+ home visits to understand 'Life at Home' for the Hyderabad market. Conducted **Competition Monitoring** across Market Segments (organized & unorganized) giving inputs on competition prices, **quality**, communication, key products etc. Conducted **SWOT analysis** based on the findings.
- Trained and participated in Assessment Centres in mass **recruitment drives** which recruited 1000+ co-workers at all levels for the Hyderabad store.
- Extensively trained in various IKEA fundamentals like pricing, **range presentation**, selling, IKEA values, range, **layout principles**, shopping experience and **logistics**, discovering the IKEA Concept, Explore IKEA Store at various IKEA store locations in the UK, UAE & China.
- Identify products and multiple sales locations for **cross merchandising** throughout the store to improve department **profitability**.
- Formulated strategies for **new product launches**, cleared upcoming discontinued items, and planned for peak periods while coordinating **monthly promotions**. Analyzed local market trends and **consumer behavior** to ensure accurate representation in the department.
- Worked with country Sales Leaders on **forecasting, competition landscape, customer feedback**, opportunity areas in the local market.

Bharti Airtel, Assistant Manager – Retail and Channel Sales

Apr 2013 - May 2016

- Institutionalized **6 Retail Stores** as a key member of the team leading a team of **17 executives across 8 locations**.
- Designed various incentive schemes to boost productivity and engagement at the ground level.
- Ensured store **productivity and profitability** through quality **customer acquisitions** and identifying training gaps.
- Oversaw audit compliance, quality, service failure reduction and **churn minimization**.
- Collaborated with key members of enterprise accounts to **strengthen relationships and drive business growth**.
- Planned and executed delight initiatives, BTL activities for the accounts by **liaising with the marketing team** including flyers, brochures and promotional events at point of sale.
- Managed **10 key channel partners** with 2 major partners contributing **40% of regional business**. Onboarded 2 new channel partners ensuring seamless **sales and service operations**.

Academic Details

- Post Graduate Diploma in Management in **Marketing from NMIMS, Bangalore**.
- Bachelor of Arts from Panjab University, Chandigarh.