Syed M. Raza

954 Abingdon Way

Canton, MI 48187

734 233 8900

mraza32@hotmail.com

Summary

|  |  |
| --- | --- |
| **CRM/ERP** | Over 15 years of CRM/ERP consulting and deployment experience. Led team effort in discovery, plan define, design, development, data migration, integration, testing, and deployment using project management methodology SDP-21, RUP, Waterfall, Agile Scrum, and SDLC |
| **Business Analyst** | 10 year of solid experience of senior business analyst, process re-engineering, and defining road map of enterprise level. Solid hands on experience on requirements gathering, analysis, gap fit analysis, requirement traceability matrix, process consolidation and re-engineering complex processes of E-Commerce, retail & sales. Successfully, managed, implemented, deployed and supported various Siebel contact center IVR solution. Utilized MS Visio & UML to define and streamline business process sales, marketing, and service delivery. Facilitated requirements gathering workshops and JAD sessions for various clients. Experience in working of hybrid implementation of waterfall & Scrum |
| **PM/Architect** | Managed and delivered large, complex CRM/ERP engagements that identify, design, and implement creative business solutions and technology solutions. Played key role in call center turn around project resulting in reducing caller waiting time, improving call response times and increasing first call resolution by 32%. Ability to deliver quality solutions to customers and develop process improvements where applicable. Worked closely with executive management in planning & defining the CRM roadmap, and provided technical expertise during CRM strategy meetings. |

Certifications

PMP

Professional Scrum Master

ITIL®V3

Six Sigma

Oracle CRM 7.7

Oracle CRM 7.0

Project Experience

10/16 to Present MSX International, Southfield MI

**Lead Business Analyst**

Hired to lead business analysis effort to develop RFP proposal for SAP Human Resources (HRIS). Prepared and reviewed RFP with the legal team.

* Worked closely with CFO, CIO, and CHRO for defining org structure, pay roll structure, and reporting hierarchy.
* Planed, prepared, and facilitated global HR meeting to stream line complex recruitment process and elicited business/functional requirements. Led global human resources team in requirements elicitation, documentation, and validation.
* Streamlined exception processes within the recruitment, hiring, onboarding, and termination. Helped HR community in defining and developing to be process flow using Visio BPMN
* Liaison between client and IT team to ensure accuracy or business and functional specification.
* Act as internal consultant/system expert in resolution of critical production issues
* Working with internal and external client for Toyota DWH and analytics dashboard requirements and data specification, channels, data transfer mechanism SFTP/ web services.

06/15 to 07/16 State of Vermont, MI

**Lead Business Analyst**

* Hired to develop the road map of CRM business strategy of AHS agency. Worked closely with the leadership to define business architecture using TOGAF. Led business analyst team for new AHS business architecture implementation (mapped to EBC Enterprise Business Capability)
* Led EBC workshop preparation effort of Client Management, and Service Management processes, including UML activity diagrams, business glossary, and functional requirements.
* Led requirements elicitation of Enterprise Business Capability workshops (Medical Medicaid Information Systems) with SMEs, stakeholders, and EBPOs. Walked through UML Activity Diagrams to be process flow, Reviewed business objectives, business requirements, functional Requirements with SMEs & EBPOs (17 programs)
* Led business analyst team for post workshops deliverables:
  + Rewriting of functional requirements as per BABOK guideline
  + Development of Activity diagram of all SM and CM processes
  + Conceptual, logical and physical data attributes
  + Mapped all functional requirements with business requirement.
  + Helped team in understanding & writing User stories as per Scrum guideline
  + Collaborated with Product Owner in defining and clarifying Product Backlog
* Guided & Coached Scrum team in introducing & implementing Scrum approach and framework, sprint backlog, sprint planning, user stories, done, and Sprint reviews. Coached development team in translating User Story to TDD, logical acceptance test, and business test driven approach
* Collaborated with Optum and Oracle on Vermont Health Connect optimization (MMIS), health benefit project for Vermonters. Cisco IVR and Oracle CRM solution are implemented & deployed.
* Recognized & honored with MMIS Care Award for Leadership and Team Building

03/13 to 03/15 State of Michigan, MI

**Lead Business Analyst/PM**

* Delivered end-to-end application solution components on time and within budget, that meet the BHCS (bureau of health care service) business needs, and conforms to IT methodologies, Cyber Security and Data Management practices
* Led team effort in implementation of Oracle CRM a retail web solution of medical marihuana for Michiganders.
* Assisted/created project deliverables, including HIPPA artifacts (e.g., Functional Design Document, Test Plan, SIT/ Use cases, POC, Mock Screen) that meets state SDLC guideline.
* Led discovery workshops and JAD sessions during the requirement gathering and application design. Collaborated with business and technical teams to lead, advocate for and develop user - centered UI/UX design and interaction concepts. Assisted/created in transforming high level business requirement into functional requirements and solution design. Managed & documented complex business process re-engineering activities.
* Worked directly with stakeholders, sponsor, and business manager on project issues & risks. Presented design solution to enterprise architect and cyber security team on HIPPA compliance
* Documented high level Medicaid integration requirements into business and functional requirements for eligible patients. Gathered & incorporated feedback from stakeholders, SMEs, and end users for solution design and user experience UX.
* Prepared test cases, assign defect to developer and preparing defect status report us HP QC
* Managed and developed project plans, WBS, created ERD diagrams, resolved issues. Helped monitor and control project budgets, actuals, and trends.
* Successfully delivered project, which resulted in $4 M saving on yearly operation cost and reduced application processing time from 15 business days into 2 days.

04/12 to 12/12 Select Comfort, Minneapolis, MN

**Lead Business Analyst**

* Led team effort in testing and deployment of Siebel 8.1 marketing and media modules. A B2B and B2C for retail sale and channel partners using Java and Oracle products suites.
* Managed, coordinated, prioritized post deployment issues and resolution with the helpdesk team.
* Worked with the cross functional team during Siebel Sales process design, requirements, configuration, testing and post deployment issues.
* Facilitated & led requirements gathering & process definition workshops with SME’s for order management, agreement, warranty, service request, return order, quote, and products.
* Provided support, in documenting BRDs, to be process flow and walked through BRDs with SMEs. Helped team in solution design and gap fit analysis of COTS solution.
* Defined, mapped, and documented complex processes of sales order, return order, and quote integration with EBS using SOA
* Effectively communicated project status, budget, timelines, risks and any obstacles/opportunities encountered during the project life cycle to team members and stakeholders.

07/11 to 03/12 Covance, Gaithersburg, MD

**Lead Business Analyst**

* Led ITC optimization effort to reduce the time of insurance reimbursement services and lower the operation cost of contact center. Responsible for the deliverables, cost, schedule, and quality of the project.
* Worked directly with call center agents, SMEs, and program directors to identify various issues, including patience assistance, program, prior authorization, payer issues, and reimbursement processes
* Optimized and streamlined business process & systems process of multi-channel contact center utilizing Siebel CTI, Avaya IVR, activity management, service request, contact, and workflows.
* Assisted BA team in preparing functional design document, test plan, and deployment plan.
* Identified & worked with development team in resolving performance issues of existing data model, configuration, stored procedures, and system performance.
* Liaised with Deloitte onshore & offshore development team in building technical solution, implementation, testing and POC.
* Prepared and presented business impact analysis report to directors, VPs and executive sponsors. Impact analysis report covered potential saving, implementation time, technical solution, coupled with risk impact analysis.

01/11 to 07/11 GXS, Gaithersburg, MD

**Business Analyst**

* Worked as CRM functional lead to consolidate business process and IT systems for two merged companies call center (GXS and INOVIS)
* Assisted and documented to be process of CS incident management, call transfer, master service request, entitlement verification, and SLA using MS Visio.
* Liaised with client to address all requirements while consulting with project team members
* Reviewed, and delivered functional design document of Siebel 8.1 Service Request, Service Order, Account, Asset, Quote, Contact, Activities, SLA and workflow.
* Provided guideline and assisted developers, architect during solution design, data load, and implementation.
* Identified, assessed, reviewed and escalated risks to the senior management for resolution or action as appropriate.
* Helped implementing ITIL service delivery processes of incident management, problem management, configuration management and change management through Siebel 8.1 Service Request, Contact, Account, Asset, and Activity

10/09 to 12/10 Bank of America, Charlotte, NC

**Lead Business Analyst**

Hired to lead the effort of reengineering & consolidation of CRM processes of Bank of America across North America, Asia and EMEA. Siebel 8.0 and Analytics are implemented to automate CRM processes.

* Assessment of global processes and evaluated complexity rating using QFD based on the number of steps, roles, client team contacts, and systems used within each process group.
* Identified & finalized gaps and complexity and lead workgroup to socialize and gain business partner buy-in.,
  1. Auto-notification from GSS to client upon completion (email/fax channel)
  2. Stop payment/Delete record accessible through Siebel
  3. Service request involves exception process should assign to Rapid response team
* Translated high level requirement and processes into business requirements. Developed BRD, as is & to be process of IBT, stop payment, maintenance of signature card, rollback and deletion of memo posting.
* Siebel call center solution includes service request, accounts, assets, contacts, activity, and workflow
* Demonstrated proposed solution to business and cross function teams to gain partner buy-in
* Managed expectation & communicated with business owner, management, stakeholders, and vendor during project lifecycle.
* Worked closely with the stakeholders, developers and QA team during the data, UAT, and systems testing. Used HP Quality Center 9.2 for defects reporting, and test cases.
* Completed AML regulatory and KYC training and implemented monitoring solution for suspicious activity for internal employees and customer.

05/09 to 07/09 Huntington Bank, Columbus, Ohio

**Lead Business Analyst**

* Worked with Collabra team in CRM proof of concept of Salesforce.com vs Siebel Cloud
* Mapped business requirements with CRM on Demand, and prepared gaps analysis report.
* Utilized OOB functions of Account, Contact, Activity, opportunity for POC
* Documented and facilitated requirement gathering workshops.
* Defined, and prepared target CRM process of sales & marketing for business banking.

11/05 to 02/09 General Motors (IS&S) Detroit, MI

**Tech Lead**

Hired to oversight of all CRM implementation, process streamlining enhancement, and consolidation of 7 contact centers around the world. Worked closely with the GM CARS contact center to consolidate and standardize all of GM Customer Assistance applications, Siebel Reporting, Knowledge Management KANA, Content Manager and IVR. Utilized GM's SDP-21 project management tool to manage projects. Project requirements were to combine CARS Business Unit, (Buick, Cadillac, Chevrolet, GMC, Hummer, Oldsmobile and Pontiac), with Saturn and SAAB to create and utilize common systems and business processes on single hosting environment.

* Successfully planed, defined and upgraded from Siebel 7.5.3 to Siebel 8.1 for GM Europe to support dealer network.
* Managed multiple concurrent CRM projects that are medium to high in complexity, size, and scope. Interfaced with senior management and executive leadership to provide information and to build consensus regarding project direction
* Facilitated requirements gathering workshops with business users, stakeholders, and business, owners for multi channels contact center. Some of the functions are Lead Management, Campaign, Accounts, Contacts, Service Request, Opportunity management, Digital marketing and activity.
  + Worked closely with business owners, stakeholders, and portfolio manager for complete life cycle of risk management. Used IBM RPM tool for risk register, mitigation plan, monitor, escalation & closure.
* Conducted workshops and demonstrated difference of OOB Siebel premise and CRM Cloud
* Reviewed and corrected project plan for Siebel solution design, build, test, and deployment.
* Facilitated tollgate review meeting with enterprise architects of proposed Siebel solutions.
* Worked with global contract management team in vendor selection process. Reviewed RFP response of IBM, Cap Gemini, Oracle, and Wipro. Prepared & presented a report on missing business requirements on proposed Siebel solution.
* Acted as a liaison between Project Sponsors/Stakeholders and technical teams.
* Managed multiple concurrent IT projects that are medium to high in complexity, size, and scope.
* Worked closely with portfolio manager for project update, risks, issues, mitigation, and resolution plan
* Collaborated, managed and build strong relationship with IBM, Wipro, EDS, and Cap Gemini
* Received numerous commendations and awards from GM & IBM

03/2001 to 08/2005 Northern Consulting, Naperville

**Developer/Analyst**

Implemented Oracle/Siebel CRM solution for various client for Oracle partner.

* Reviewed business/functional requirements and prepared gap fit analysis report to identify configuration and customization needed for implementation
* Documented and enforced business rules and policies for managed account using state model
* Upgraded and revised EIM data load script and PL/SQL Stored Procedure using Toad
* Revised and updated all SOP batch job using PL/SQL
* Designed, developed, debugged Browser Script using JavaScript
* Designed, developed, and debugged Server Script using VB for various events
* Designed Siebel Remote solution, ERD, and Data model

Education

***BSC Industrial Engineering (with Software major) King Abdul Aziz University, Saudi Arabia***