

**Career Objective:** To work as a in an organization where my customer service and people management skills will enhance the satisfaction level of the organization as well as customers.

**Summary of Skills:**

- Advanced Knowledge of Six Sigma Techniques.
- Sensitive towards processes and their refinement
- Comprehensive oral and written communication skills in English & local languages.
- Team work oriented approach
- Efficient time-manager with strong planning, organizing and monitoring abilities
- Self-aware , always seeking to learn and grow
- Calm positive attitude, emotionally mature and confident.

**Educational Summary:**

- PGPMS from Welingkar Institute of Management Studies.(2011)
- Bachelor's degree in Commerce (2003)

**Additional Certification:**

- **Six Sigma – Green Belt (2015)**
- **Currently Pursuing – Black Belt**

**Projects:**

- **Life Cycle Management and Retention of Customers.(2015)**
  - Role – Project Leader
  - Objective: Develop strategies and establish activities to influence re-purchase and increase brand loyalty of existing customers.
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- **CSI & NPS process Development (2014,2015)**
  - Role : Core team Member of Task Force
  - Objective: Develop and implement mechanism to capture customer feedback and analyze it and develop counter measures in co-ordination with respective department heads.

➤ **Sales Funnel Management (2014):**

- Role : Core team Member of Task Force (Drive the Sales Push)
- Objective: Develop a robust Lead management process, track ,monitor and analyze at regular intervals for higher conversions. Documenting and evaluating results and presenting to the Steering committee.

➤ **RACE (Retail Aligned Channel Excellence) - (2013) :**

- Role : Project Leader
- Objective: Track and monitor status of departmental objectives, to implement counter measures to overcome gaps in order to achieve the RACE objectives.

➤ **MDEP (Mahindra Dealer Excellence Program) – ( 2011 , 2012) :**

- Role : Core team Member of Task Force
- Objective: Monitor over all dealership operations at branch level and undertake consulting sessions for various departments to align them to the MDEP requirement and ensure achievement of MDEP objectives.

**Work History:**

**Organization: Shaman Mercedes**

**Duration: April 2014 till date**

**Designation: Head of the Department (HOD) – Customer Relations**

**Reporting to: CEO and DP**

**Responsibilities:**

**Sales Process and Service Core Process**

- Build, mobilize, and lead cross departmental project teams to meet the project objectives within the given time frame
- Daily supervision of processes and operations and conducting mock audits To collect, coordinate data collection, perform trend analysis of business/operations data and drive for root-cause and drive Continual Improvement projects
- Use Lean and DMAIC methodologies to understand current processes, identify impacts fix defect , and work with the functional heads to propose and develop process and/or modify existing ones
- Ensure co-ordination between all departments for smooth and hassle free operations

- Supervise the daily execution of countermeasures based on the weekly analysis
- Conducting Quality checks and developing Continual Improvement related training for the services and operations staff.
- Developing of Sales & SSI Process to ensure smooth Business Operations
- Undertaking Quality Analysis, Building Review & Control Techniques.
- Analysis, improvement, development of touch point activities to ensure customer satisfaction and delight
- Gather feedback for touch point activities from CSS and incorporate into Core processes to enhance performance.
- Evaluate feedback and plan future activities based on the analysis

### **CRM / Quality**

- Decisions making on behalf of the Dealership Management for the customer
- Analysis, improvement, development of new CRM activities
- Overview - capturing and updating of customer database
- Coordination of customer information (from database) and customer touch points
- Managing all business processes & ensuring QCM for the same.
- Develop CA – PA techniques for continuous improvement

### **Lead Management**

- Implement Sales Funnel - Lead Management process .
- Ensure timely updation of Leads in E-Dealer
- Audit of Sales Documentation & Dockets
- Internal Co-ordination with PRMs, Tele-calling team & Sales & Marketing Team
- Analysis of Complete Sales Funnel & Weekly / Monthly

### **CSS (Sales and After Sales)**

- Responsible for CSS Analysis (Sales & After-Sales)
- Discuss with respective HODs' develop an action plan for CSI improvement at the dealership.
- Develop and implement a mechanism to capture customer feedback at various stages in sales process
  - Develop ICD & RCO techniques to eliminate negative feedback in future

### **Training**

- Identification of staff training requirements / areas of improvement and discuss with the functional head.
- Proactive identification for improvement of employee (soft) skills
- Identify , Build a culture of continuous improvement by engaging with various internal stakeholders.

- Assist various teams in their everyday job by enhancing their skills.
- Planning of Customer-centricity training for employees (in co-ordination with DIT, wherever available)
- Imparting Training on SSI process & parameters at all branches

**Organization: Global Gallarie , Thane**

**Duration : Feb 2011 till April 2014**

**Designation : Senior Manager - Customer Relations.**

**Reporting to : VP**

- Deciding on expenditures to ensure Customer Satisfaction & Delight
- Monitoring of SSI activities & Enablers through Regular Process Audits
- Review of Sales & Retail Targets WRT to SSI process adherence
- Responsible for Branch Reviews & developing of action plans for Gap areas.
- Preparation of Daily & Monthly reports including MIS.
- Generating ,analyzing, & distributing database for Potential Revenue generation
- Managing 2 teams namely Promotions – to generate Revenue & PSF - to ensure Customer Satisfaction.
- Monitoring of after sales & after service activities including PSF to customers.
- Developing strategies & Initiating action plan to achieve best CSI ratings
- Imparting process , software and OTJ training to new joiners in CRM Dept.
- Handling customer queries and providing assistance to customer in case of concerns.

**Organization: Arpana Motors, Thane**

**Duration: Oct 2006 till Aug 2010**

**Designation: Team Leader – Insurance / Customer Relations**

**Reporting to: GM - Sales**

- Assisting clients in renewing Motor Insurance Policy.
- Issuing Cover note for New / Renewal Proposals & issuing policies online
- Responsible for Renewal Retention & Rollover generation for 2 outlets of the company
- Coordinating with Insurance companies for Pay-outs, Business generation & Claim related issues.
- Managing a result oriented team of 7 people.
- Handling customer queries and providing assistance to customer in cases of Claims.
- Looking after all in-house requirements w.r.t to insurance.
- Assisting the HOD in preparation of Daily & Monthly reports.

- Managing all day to day Operations (After Sales Process) in CRM dept
- Responsible for PSF ( sales )
- Responsible for sending Service Reminder
- Responsible for making Non- Intrusive Contact with customers at various occasions.

**Organization: Jet Airways (BPO), Andheri**

**Duration: Jan 2005 to Sep 2005**

**Designation: Customer Service Executive**

**Reporting to: Team manager**

- Attending Incoming Calls
- Generating PNR
- Tele Check-in & Updating Special Requests
- Attending Calls of Frequent Flyer Customers to Provide special services

**Personal Details:**

Date of Birth: 21/09/1982

Employment Status: Full time

Relationship status: Married