

# POOJA GARG

## PROFILE

A highly experienced management professional with 16 years of broad analytical experience. Diverse background includes E-Commerce operations management, staff and project management in both customer service and sales environments, compliance process development and reporting, internal auditing at all levels, superior direct customer contact, and retail management. Proven leadership and communication skills combine with varied experiences to create a motivated, high performing staff, while increasing efficiency and reducing costs.

Hands on experience in extensive business development and operation processes, branding, handling direct customer interaction to Consultative processes dealing in top corporate accounts. Being a part of customer centric processes & range of client segments managed has been a fulfilling learning curve.

Experience in working in various industry verticals like IT, ITES, BPO, Finance, Product Development and Software applications.

## CONTACT

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## AREA OF EXCELLENCE

Service Delivery Management  
BPO Operations / Transitions  
Change Management  
Business Strategy and Execution  
Marketing and Business Development  
Process Excellence & Transformation  
Customer Satisfaction/ Relationship Management  
Performance & Risk Management  
Team Building & Leadership

## EDUCATION

**PGDBA Marketing from Symbiosis Centre of Distance Learning**  
2004-2008

**B. Sc. Mathematics from DAV PG College- Dehradun**  
1997-2000

**Software Engineering (GNIT) from NIIT- Dehradun**  
1998-2001

## WORK EXPERIENCE

### **Head Operations- River Professional Group, Canada from Oct 2021-till Jan 2021**

- Operating the remote call center
- Providing product training as well as soft skill training to the staff
- Assisting the owner in collection
- Handling customer calls, taking new orders to increase the revenue and marketing to new customer base as well.

### **Head Operations- Smarter Biz Technologies Private Limited, Bangalore from Jul 2021-Sep 2021**

- End to End Operations Management for all the services.
- Building Teams across the portfolio's, making every project into a success and managing multiple BPO's.
- Handling multiple POC's and making sure that all turns in a success and ramps up
- Training CSR's, TL's, Trainers and QA
- Making sure that quality is on top priority and agreed numbers are achieved as well
- Liaising with all the clients on weekly basis and presenting the progress of the project along with the future ramp up plans
- Managing the team of recruiters to hire staff for our reputed clients. Handled hiring for Furlenco, My Captain, MMT etc.
- Designing all new campaigns to make sure that agents and trainers have no difficulty while implementation.
- Designing scripts, cheat sheets with suitable rebuttals and objections.
- Handling escalations from Customers as well as the clients.
- Designing Quality sheets for each campaign to achieve high scores.
- Meeting the Business head and other stake holders on weekly and monthly basis and presenting the progress for the entire operations for all the running projects and the revenue generated by the team.
- Work on revenue projections with the Business head on monthly basis and present a plan to achieve the same as well.

### **Group Manager- (India Operations) Kadel Lab (P) Ltd (Digiclave), Bangalore from Feb 2021-Jul 2021**

- Managing end to end presales function
- Generating leads via freelancing websites – Upwork, Fiverr, LinkedIn etc. for Bitrix CRM, Telephony solutions, ViciDial, FreePBX and 3CX
- Key Account Management for all clients
- RFP and RFQ management for consulting, SaaS based platforms & software licenses
- Demo for CRM as well as telephony solutions to the potential as well as current client.
- Sales Farming and hunting across all regions
- Product and Process QA for Mobile solutions and SaaS solutions
- Customer MIS & billing and accounts receivables
- End to end management of IT consulting projects- Hunt for clients and place staff on contract hiring. Enhance the relationship with the client and increase the invoicing by adding more people.

## CORE COMPETENCIES

Process Management  
Sales and Lead Generation  
Consultancies  
Marketing  
Team Management  
Customer Service  
Client Relationship

## TRAININGS ATTENDED

Predictive Dialer Training  
Effective Leadership Training  
Coaching & Results  
MIS Training  
First Time Manager  
Fraud Awareness  
Compliance & Code of Conduct  
Sales & Telemarketing Training  
Voice & Accent Training  
CRM Training

## PERSONAL DETAILS

Date of Birth: 26th March 1980  
Languages Known: English and Hindi  
Passport No.: P4591275 (Valid till Aug 2026)  
Nationality: Indian  
Marital Status: Married  
Place: Nasik

- Weekly connect with the customers to maintain the relationship and send progress updates on weekly and monthly basis
- Add new consulting vendors and maintain an ongoing relationship

### **Senior Manager-Operations (Online Products Buy Inc)., USA from Jan 2012- till 10 Oct 19**

- Identifying potential product lines and markets in USA and preparing complete project feasibility study from inception to operations.
- Present complete Research and analysis report to the Directors with Projection report for the ROI and ROE
- Preparing the project plan with timelines, risks, costs, human and infrastructure resources, logistics, regulation and licensing requirements, vendor and manufacturer appointment, contract document review
- Solely responsible for the P/L of the E-commerce Projects
- Work closely with all the support functions i.e., IT, Procurement, HR, Sales and Marketing, investors
- Involved in setting up the call center and training, staff- Inbound & Outbound as well.
- Designing R&R for employee engagement and motivation

KPI Management: Manage the collection of sales data and key performance indicators (KPIs).

Ensure systems and resulting information is useful and effective for the sales team and management. Communicate Best Practices across the Sales and Management teams.

Produce high quality work with strong attention to detail in numbers, communication, change management and project management

Gather continuous feedback from salesforce and sales leadership to find opportunities to improve sales process and manage implementation of necessary modifications

Design training materials and develop tracking methods for continuing education, ensuring accurate documentation while expanding sales prospects.

Track call center performance, providing reports needed by management to drive effective decision making and ensure customer satisfaction.

**Projects:** Arogya Pharma, Amazing Hair, Online Rx products, Amazing Hair, Rathour Hair Exports and currently working on Prosthesis.

### **Consultant with DPS Ecommerce Technologies Pvt Ltd / Accelerated Technologies, Mumbai from April 2009 till Sep 2011**

I assumed complete responsibility for the BPO activity of ecommerce applications of the company

- Designing sales campaigns for Prescription Medications, OTC, Herbal, Pet, Leather and Diabetic Products catering for US and South Africa
- Leads Procurement and Distribution
- Training employees for sales campaign
- Establishing the banker and the merchant account for the company
- Adding affiliates for the sales campaigns and designing sales promotion by advertising on Radio, TV shows and Newspaper

### **Manager Operations at TDP Technologies Pvt. Ltd in Chennai from December 2005 till January 2009.**

- Heading call center operations and responsible for the profit center
- Responsibilities included meeting sales volume targets, Cost Effectiveness, Setting Targets, Streamlining the project, Training of call center executives and team leads, Recruitment, Attrition control and Customer Support
- Over a period of two years increased the turnover from average US\$ forty thousand per month to a consistent US\$ hundred thousand per month

- The campaign constitutes Inbound, Outbound as well as Customer Retention programs in the Pharmaceutical Industry

**Team Leader-Collections at E-Serve, Chennai from July 2004 to December 2005.**

- Responsible for the performance of the team (12-15 Members) for collections on Credit cards for Citibank UK using both Inbound and Outbound call campaigns
- Dealing in 1-90 day's delinquent accounts
- Engage with the client for reviewing operational performance
- Accountable for complaints management and resolution
- Involved in the recruitment and training process for the project
- Liaise with the Compliance and Quality teams to ensure minimum Defects and Violations
- Performance appraisals for the agents and team leads
- Single Point of Contact for the Quarterly and Half Yearly audits for the Chennai Unit
- Selected for a new project called "Hardship" and was trained by the client and in turn trained the team selected in Chennai and Mumbai.
- Awarded the team leader award with the excellent leadership skills, certificate by the COO, UK

**Campaign Manager at Infotronics in Chennai from Jan 2004 to Jul 2004.**

**Business Manager at Chankya Business Services, Chennai from March 2003 to September 2003.**

**Sr. CSr. with Bharti Infotrac Ltd., New Delhi from April 2002- Feb 2003**

**Process Associate with G E Capital, Gurgaon from Jan 2001 to March 2002**