

# RUHANI KALRA

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## SUMMARY

Client Success & Relationship Management professional with expertise in customer engagement, retention, and issue resolution. Skilled in onboarding, stakeholder management, and revenue retention. Strong communicator with an MA in English, leveraging data-driven strategies to enhance client satisfaction. Experienced in driving growth and building long-term business relationships. Background in psychological counseling enables a deep understanding of client needs.

## EXPERIENCE

**Scaler - Business Development & Client Success Manager** 10/2024 - Current  
Delhi, India

- Scaler company specializes in advancing technical skills through Programs.
- Worked on ticketsize of 3 Lakh with strong client relationships resulting in a 0% refund rate.
- Conducted post-sales follow-ups to enhance client experience.
- Handled client onboarding, engagement, and retention strategies.

**Alippo - Business Development & Customer Relationship Professional** 11/2021 - 10/2024  
Bangalore, India

- Ensured timely resolution of client issues through effective communication management.
- Achieved revenue of 1 Lakh in a single day & Supervised team of 7, driving revenue growth.
- Increased revenue through upselling/cross-selling initiatives & helped customers post-purchase, addressing concerns and ensuring retention.

**Campk12 - Sales Executive (Internship)** 08/2021 - 10/2021  
Delhi, India

- Delivered educational program offerings tailored to diverse learner needs.
- Facilitated outreach efforts in sales and lead generation .
- Assisted sales team in converting prospects to enrolled students by utilizing communication techniques.

**Souliate Consultancy - Human Resources (Internship)** 06/2021 - 08/2021  
Delhi, India

- Delivered a range of consulting solutions.
- Coordinated smooth onboarding operations.
- Facilitated employee engagement initiatives to enhance workplace culture.

**Souliate - Client Relationship Manager (Internship)** 03/2021 -05/2021  
Delhi, India

- Strengthen this section to include CRM tools (Salesforce, HubSpot, Zoho, etc.)
- Identified new business opportunities through research and analysis of client needs.
- Collaborated with stakeholders across departments to ensure quality customer service delivery.
- Strong experience in customer handling, conflict resolution, and retention..

**Fortis Hospital - Counsellor (Internship)** 07/2019 -07/2019  
Delhi, India

- Renowned healthcare institution specializing in delivering world-class medical services.

## SKILLS

- Sales and business development
- Client Onboarding & Engagement
- Client service-driven
- Customer Feedback Analysis & Process Improvement
- CRM Tools (Salesforce, Zoho)
- Complaint resolution
- Adaptability and flexibility
- Computer proficiency
- Upselling & Cross-Selling
- Customer service

## EDUCATION

Indira Gandhi National Open University, Delhi  
MA: Major English

05/2023  
Dr. B.R Ambedkar University  
BA: Major English

04/2020  
Mount Abu Public School Delhi,  
CBSE: Humanities

## ACCOMPLISHMENTS

- Team Leadership Success, Led team of 7, increased revenue by 15% annually.
- Client Retention Excellence, Achieved 95% client retention rate over 2 years.
- Revenue Generation Achievement, Generated 1 lakh revenue in single day at Alippo.
- Client Relationship Management, Executed 3 lakh deals with 0% refund rate at Scaler.

## CERTIFICATIONS

- Customer Relationship Management (CRM) Certification – HubSpot Academy
- Data-Driven Customer Experience Management – edX
- Microsoft Excel for Business & Data Analysis – Coursera
- AI for Customer Success & Support – Udemy