

## **Quality in Service**

Experiences across 05+ Years

**Projects handled:** 

- NPS
- Complaints Management
- Customer Retention

## **Process Improvement**

Experiences across 05+ Years

**Vertical wise projects:** 

Customer Support: 02

Business Development: 02

Operations: 04

Marketing Strategy: 01 Human Resources: 02

### **Business Management**

Experiences across 06+ Years

Projects revolved around:

Development of new verticals: 03

Resource Optimization & Cost

Control: 01

Brand Outreach and Strategic Alliances: 03

# Career Progression



12+ Awards/accolades received since 2009

1 Educational Research
Paper Published Read More

28+ Interns & Employees managed

Followers on
Professional Social
Media network

24+ Representations for organization in Symposiums

8 Recommendations received on LinkedIn





# Key Contributions in the Current Job Role

#### **New Business Ideations**

Expansion into 03 verticals with 12+ new service propositions

### **Business Growth & Customer Retention**

- Topline >50 Crore per annum
- GM of 15%+
- 03+ Sustainability/Marketing Projects (Pull Marketing)
- Demographic business penetration:
  - North (48%)
  - South (42%)
  - West (7%)
  - East (3%)
- Customer Churn <8% (primarily owing to price)</li>
- Expansion in marketing outreach by at least 30% YoY
- Substantial Process Improvements & improved customer experiences by tech-enablement – Processes primarily being resource driven (manual), overall Customer Delivery Error% reduced from >39% to <7% in less than 18 months</li>

### **Key Strategic Alliances**

- 15+ B2B Global & Indian clients
- 05+ B2G State Pollution Control Boards/Urban Local Bodies
- Strategic Projects/Whitepapers with 02 Associations & GIZ



### **Customer Reach-out Strategies**

Hybrid / Push & pull marketing & sales techniques aimed at onboarding & retaining customers

# Market Research & Throughput assessment

- Primary & Secondary Market Researches
- Process metrics, SOP & RASCI
- Measurement of Outcomes & Throughputs
- Hygiene Checks, assessments & Periodic Trainingcum-audits with Documented Information

## Proven Skillsets



### **TECH STACK**

- MS Excel
- MS Powerpoint
- ERP



### **CORPORATE**

### **COMMUNICATIONS**

- PIBOs
- Govt. Bodies
- Industry & Associations

60%

IIMs & Premier B-Schools



### **CONSULTING**

- Environment & CSR
- E-Waste Management & Batteries
- Plastic Waste Management
- Banking & Insurances



### **PROGRAM**

### **MANAGEMENT**

- Planning & Budgeting
- Monitoring & Execution
- Cost Benefit Analysis
- Reportage

80%

70%

90%

## **Contact Coordinates**

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<Usually responds in less than 4 hours>

