**K R Hemalatha**

**Mobile:** 09094001900/9840712594 **~** **E-Mail:** [hemalatha.selvakumark@gmail.com](mailto:hemalatha.selvakumark@gmail.com)

**Job Objective**

Seeking a Management, Non-Teaching or Teaching job with an organisation of repute preferably in Chennai.

**Profile Summary**

* Handling admissions and collecting fees for the academic year
* Responsible for all the events held in the school.
* Responsible for the Marketing and advertising of the School to the public.
* Organising Field activity for the Teachers and staff to increase the admissions.
* Handling PTA meeting on term wise.
* A dynamic professional, with 9 years of diversified experience, handled Customer assignments with distinguished, team lead positions in various organizations.
* Expertise in concepts of end-to-end Customer Service Operations and also to with Channel Management across Chennai & ROTN (Salem-Erode)
* Good exposure in end to end back office Management with tight KPI metrics.
* Good Leadership skills to handle a team size of 15+ members
* Able to interact with all support functions in line with qualitative delivery
* Exposure in process re-engineering in line with better delivery.

**Experience in School:**

**Mar’03 to Mar’06 Holy Angels Matriculation School – Coimbatore.**

Role:

* Handling admissions and collecting fees for the academic year
* Responsible for all the events held in the school.
* Responsible for the Marketing and advertising of the School to the public.
* Organising Field activity for the Teachers and staff to increase the admissions.
* Handling PTA meeting on term wise.

**Organisational Experience**

**Since July 2015 to Dec 2015 Idea Cellular Limited, Senior Executive – CRM & Retentions**

**Designation: Senior Executive**

**Team Size: 5**

Role:

* Responsible for managing Collections / Retentions / Customer Service pertaining to Entire TN circle.
* Ensuring the delivery in line with stipulated TAT for all the MIS reports related to Retentions to the corporate.
* Exclusive customer relationship with High Value and SME customers and there by reduction of churn.

**Since May 2012 to April 2014 Aircel Cellular Limited, Executive – Credits & Collections**

Designation: Executive

Team Size: 14

**Role:**

* Responsible for managing Collections / Retentions / Customer Service pertaining to Chennai Zone.
* Handling a team of 14 members for delivering various operations of Credit & Collections at Agency level.
* Splitting the base into bucket wise and handling through different collection agency for collection.
* Ensuring the delivery in line with stipulated TAT process without compromising quality
* Management of Key performance indexes ( KPI ) in line with business requirements
* Ensuring special focus on the High Value and SME customers and there by reduction of churn
* Management of people metrics like shrinkage / attrition / man hours.
* To have the management updated on all parameters within the MIS (Management Information System) preview.

**Additional Responsibilities:**

* Handling Precheck validation of new logins into the network thru SNIFFER tool.
* Maintaining the TAT for new activation to adhere the SLA for the circle.

**Since Sep’11 to May’12 Aircel Cellular Limited, Chennai as Executive – Risk Management (Dunning & Credits)**

Designation: Executive

Team Size: 9

**Responsibilities:**

* Responsible for Exposure Monitoring – Day wise Operations – Dunning – Entire Chennai Circle
* Monitoring National & International Roaming usage for Customers ( HUR,SUR Alerts)
* Monitoring Customer usage based on Fraud Management Alerts
* Customer communication on payment reminder / CL to be sent as per the defined Logic.
* OG Barring as per policy & Barring < 10% & I/C Suspension as per policy
* Assigning Credit Limit Policy & Communicating Credit Limit to the customers,
* Closure of All CCR related request / complaints
* Implementation of auto dunning process thru CCMS.

**MIS:**

* Preparing the overall Collection MIS (Team wise)
* Bill to Bill, Bill Pending wise, BC wise, Segment wise Collection MIS
* Agency Performance MIS
* Post paid Barring, Incoming & Outgoing Barring Trend MIS
* Base Allocation
* First Bill Defaulters Analysis

**Since Nov’10 to Sep’11 Aircel Cellular Limited, Salem Zone as Executive - Collections & Service**

Designation: Executive

Team Size: 9

Role:

* Responsible for managing QRC& Collection Team - 12 Channel Partners end to end operations (Collections / Retentions / Customer Service).
* Handling a team of 9 members for delivering various operations of customer service at Channels.
* Ensuring the delivery in line with stipulated TAT process without compromising quality
* Responsible for customer life cycle management with retention centric approach.
* Management of Key performance indexes ( KPI ) in line with business requirements
* Revival from Churn major responsibility and customer relationship program
* Maintaining CSAT score more than 90%.
* Management of people metrics like shrinkage / attrition / man hours.
* Welcome call to educate the customer of the bill plan and benefits
* To have the management updated on all parameters within the MIS (Management Information System) preview.
* Development of second line managers with the objective of succession plans.

**Since Apr’08 to Nov’10 Aircel Cellular Limited, Salem Zone as Executive - Customer Service & Channel Management**

Designation: Officer

Team Size: 6

Role:

* Responsible for 2 Retail outlets on complaint management, customer interface, Retention & manage Service Level Agreements to improve service standards.
* Ensuring special focus on the High Value and SME customers and there by reduction of churn
* Ensuring that all the back end requests and complaints will be resolved within TAT
* Actively coordinated with finance team & department heads for the Retention tools and for the required approvals.
* Ensure that all the team members will have good calibration with all their team mates.
* Responsible for tie up with vendors for Loyalty programs
* Hand holding of Loyalty customers with regard to service
* Welcome call to educate the customer of the bill plan and benefits
* Maintaining CSAT score more than 90%.
* Obtaining approvals for Waivers - wrong billers and adhered to the SLA in clearing the same
* Undertook all activities related to monthly rentals like Charging, providing free call benefits, providing call Slabs opted by the customer.

**Since May’07 to Apr’08 Aircel Cellular Limited, Chennai as Off-Roll Executive – QRC Team Lead & Channel Management**

* Assuring the Targeted Collection Performance (B2B/MTD/DD) to 93%, 98%& 70% respectively for the allotted 6 End to End Channels .
* To maintain Churn <2.5% /HNI churn<0.75% on total HNI base & reduction of 10% revenue churn Mon on Mon.
* Exposure Monitoring, Barring Management and also to maintain <1% of current charges as Waivers & Adjustments.
* Efficient management of non technical complaints within service level agreements.
* Customer refund management and also responsible for Customer base life cycle management.
* Regular courtesy visit on procuring feedback on the service and latest updates to channels showroom to ascertain their performance.
* Managing External Collection agencies for Collection
* Networking and coordination with Operations, MIS, Finance and IS team.
* Development and Training for channel employees on regular intervals and also In-House tem under operations.
* Periodic analysis of Market Trends based on collection
* Preparation of Daily, Weekly Monthly Reports & Monthly review presentations for the region
* Day to day actives Co-Ordinate with Supporting Function (Sales, Marketing and Finance).
* Coordinating Network & Technical team for all the escalations related to Network and issues while roaming.
* Organizing for all external training held for In-house and Channel team.

**Since Apr’06 to Apr’07 Airtel Ltd., Salem as Provisioning Executive Billing & Credit Control**

Designation: Executive Billing & Credit Control

Team Size: 8

Role:

**Activation & AV Activities:**

* Capturing of data from the physical CAF into specific flow in the system.
* Account Creation, Del Creation in Order Management.
* Single point spoc for the particular connects for all the activation, AV, service & Collection Activities.

**Post Billing Activities:**

* Obtaining Waivers for the wrong billers and adhering to the SLA in clearing the same.
* Rectification of the Bill packages and Reworking of the Bills from Minute Based to Pulse based and vice versa and getting waivers incurred due to rework.

**Packaging Activities:**

* Provisioning of the Billing plans opted by the customer-using ARBOR BP.
* Online Tariff Migration: Changing of Tariff Plan between billing cycles.

### Collection & Retention Activities:

* Resolving billing issues & achieving collection targets.
* Monitoring of Key & Corporate Customers’ outstanding and collection follow up on daily basis
* Handling voluntary calling process for Zone for Retention activity.
* Organizing customer service camps to generate new customers as well as collection.
* Weekly Review with the team on deliverables and generating reports related
* Conversion of unhappy customers to joyful with customer delight program reducing churn

**Mar’03 to Mar’06 Holy Angels Matriculation School – Coimbatore.**

Role:

* Handling admissions and collecting fees for the academic year
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* Responsible for the Marketing and advertising of the School to the public.
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* Handling PTA meeting on term wise.

**Highlights:**

**Aircel Cellular Ltd.**

* Received the Best Employee Customer Service Award for the Quarter 2010 for ROTN

**Airtel Ltd.**

* Received Top Performer for the 2006 for Top sales and Service for Salem Zone

**Education**

2000 B.Sc (Chemistry). Sri Saradha College for Women (Salem) -Second Class

2007 MBA (Human Resouce) - Periyar University (Salem)

**Personal Details**

Husband’sName : K. Selvakumar

Date of Birth : 01-06-1982

Nationality : Indian

Marital Status : Married

Languages Known : English, Tamil

**Reference:**

Mr.K.Mohan – Aircel – Manager ( Collections & Retentions) – 9941699333

Mr.K.Karthick – Airtel – Manager (Retentions) – Coimbatore – 9841022625

**Declaration:**

I hereby declare that the above furnished details are true to the best of my knowledge and belief.

Place: Chennai

Date: K.R. Hemalatha