

ABHYUDAY PRATAP SINGH

Address: 907, VIVA, Raymond TenX Habitat, JK Gram, Thane
Phone: +91 6201261306
Email: singh.abhyuday88@gmail.com

SUMMARY

Experienced in driving customer success, onboarding, and retention. Improved onboarding by 15%, satisfaction to 93%, and reduced churn by 20%. Identified training needs, boosting product use and adoption by 12%.

WORK EXPERIENCE

Sr. Executive Product Specialist - Email Business, Netcore Cloud, Mumbai | November 2023 - Present

- Develop, monitor, maintain and report on dashboard metrics to measure the overall customer health with educating them for better practices for best product utilization maintaining successful relationship building along with customer retention and satisfaction.
- Analyze customer experience during product demo & data to identify areas for improvement in service delivery, customer satisfaction, and customer loyalty
- Oversee customer onboarding, ensure smooth transition of customer to successful use of the Email product/service
- Create, maintain, and update customer success plans tailored to individual clients & maintaining customer profiles in CRM.
- Monitor customer support tickets/issues and take appropriate action as needed via Email/Phone/Ticket.
- Support sales initiatives, partner with sales and marketing teams to enhance customer experience by Implementing brainstormed ideas, new processes and policies to continuously improve customer success initiatives with sales & marketing teams
- Develop custom training and education materials for new and existing users/employees - EHR, EBR, Insights Report, IPR
- Gather and interpret user feedback through user surveys and other sources & Educate existing customers on best practices for product utilization

Executive Product Consultant - EU Expansion, Netcore Cloud, Mumbai | Jan' 2023 - October 2023

- Spearheaded the development of over 12-1500 Large enterprise customer success plans via making their email ecosystem more stealth, resulting in an increase of customer onboarding success rate by 15%.
- Designed and developed a customer feedback survey program via AMP (New Gen Technology) which generated an aggregate of 5,500+ responses over 2 months, driving customer satisfaction scores to an all-time high of 93%.
- Created custom tailored customer health reports (Email Health Reports) resulting in a 10% increase in product utilization by existing customers and product adoption by 5% with new meetings.

Product Consultant - EU & US Expansion, Netcore Cloud, Thane, Mumbai | August 2021 - January 2023

- Focused on driving new businesses and geographical expansion with the positioning of new SaaS solutions in the digital era spanning across verticals and services with a Success Ratio of 70% by hyper personalisation. Helping digital-first companies improve email (Email API), customer engagement (CEE), retention, and conversions via multichannel solutions and new logo acquisitions by 15%.

Account Executive, Hotel Radisson Blu, Kaushambi, Uttar Pradesh | January 2018 - February 2019

- Business development from Ghaziabad industrial area. KAM in the geography with client engagement for new accounts, implemented new processes and customer satisfaction policies, which improved customer problem resolution and reduced churn with uplift of customer onboarding (large Accounts by 5-10%).
- Scheduled a process to close the queries in time of raise from 24-48 hours to 4 hours resulting in uplift in customer satisfaction score by 30%.

Sales Coordinator, Hotel Le Meridien, Gurugram, Haryana | May 2017 - December 2017

- Developed understanding of business development with customer satisfaction rate as desired by Marriott Group of above 75% from B2B space. Key account management for Gurgaon geography with market penetration of 15% of new accounts, retention of accounts by 5%.
- Devised cross selling strategy, opportunity & successfully drove for F&B Team.

Guest Service Supervisor - MT, Hotel Le Meridien, New Delhi | July 2015 - May 2017

- Shift Handling with smooth Check-In/Check-Out & to cater with smooth Front Desk Operations
- Ensuring customer satisfaction score to be maintained at 86% of Business Class Travellers

Social Media Marketing Intern Yamaha Motor Solutions India Limited, Noida | May 2019 - July 2019

- Market Research, SWOT - Social media platforms, Digital Marketing - Campaigns (Facebook, Instagram, YouTube) strategy & implementation.

Digital Marketing & Operations Intern School My Kids | May 2019 - July 2019

- Manage & develop strategies & Template to engage maximum traffic
- Created & Implemented effective communication strategy
- Sales enablement through producing executive summary documents,
- Prepared & published interactive assets of the company, presentations, marketing papers, etc.

EDUCATION

PGDM - MBA in Marketing & HR Jaipuria Institute of Management, Noida, UP | June 2019 - June 2021

- Studied major in Marketing & Human Resources with an aggregate of 7.01 CGPA
- Served as President - International Relations Committee,

BSc in Hospitality & Hotel Administration, IHM, Shimla, HP | July 2012 - June 2015

- Trained and educated over 80+ students new and existing on Course Subjects sharing Industry insights, best practices.

TOOLS FAMILIARIZATION

- Netcore CPAAS, Email - API, CEE
- Salesforce
- EDS, Global Email Surveillance Tools
- MARRFP, Opera

ADDITIONAL INFORMATION

- **Skills:** Account Management, Customer Relationship Management (Analysis, Insights, Training, Support), Onboarding and Support Strategies with Performance Metrics and Dashboard Activities, Creative Solution Design and Execution with Process Improvement, Implementation, Customer Retention & Satisfaction, Organizational and Leadership Skills, Communication and Interpersonal Skill.
- **Languages:** English, Hindi.
- **Certifications:** Inbound Marketing. Email API, Content Marketing.
- **Awards/Activities:** Chief Coordinator - TEDxJaipuriaInstituteofManagementNoida, Jaipuria I-MUN Campus Ambassador - Jaipuria MUN Conferences.