

Building Digital Products		Omni-channel CX		E-Commerce		Conversational AI	
PROFESSIONAL EXPERIENCE						86 Months	
Product Manager		Croma, A Tata Enterprise				Mar’22 – Present	
Omni-channel Customer Experience	<ul style="list-style-type: none">Developed a clienteling app for sales associates to provide a personalized & contextual shopping experience to customers						
	<ul style="list-style-type: none">Improved inventory turnover by 24% by providing real time ATP inventory visibility across stores & DCs to associates						
	<ul style="list-style-type: none">Defined app usage metrics for tracking user behavior through Adobe analytics & optimization of under-used features						
	<ul style="list-style-type: none">Increased conversion by 20% by enabling sales associates to view customer’s purchase history & recommendations						
	<ul style="list-style-type: none">Integrated search microservice into the clienteling app, enabling CSS to efficiently create personalized product shortlists						
	<ul style="list-style-type: none">20% increase in Brand EMI transactions through a feature to show affordable EMI plans across all card payments						
	<ul style="list-style-type: none">Enabled “Store in the App” feature for improving store footfalls by displaying store catalog & stock availability in app						
Mobile PoS	<ul style="list-style-type: none">Spearheaded integration of payment gateways, enabling affordable payment options for customers improving conversion						
	<ul style="list-style-type: none">Reduced customer contacts by 80% in the last mile delivery by capturing accurate lat-long for delivery addresses						
	<ul style="list-style-type: none">Reduced average transaction time by 40% through optimization of payment processing and checkout flows						
	<ul style="list-style-type: none">Developed and secured leadership approval for 3/6 months product roadmap for budget allocation & prioritization						
Product Manager		Kotak Mahindra Bank				Aug’20 – Feb’22	
Conversational AI	<ul style="list-style-type: none">Increased NPS by 80% through insights generated by identifying user pain points through customer interviews						
	<ul style="list-style-type: none">Initiated “Voice of Customers” program to broadcast customer feedback as an input to business teams across the bank						
	<ul style="list-style-type: none">Developed a feedback mechanism for conversations leading to 90% improvement in accuracy of responses to queries						
	<ul style="list-style-type: none">Designed API-based journeys in partnership with vendor partners to enable straight-through processing on Keya Chatbot						
WhatsApp Banking	<ul style="list-style-type: none">Integrated Keya Chatbot with WA banking to leverage the NLP capabilities of the bot & improve customer experience						
	<ul style="list-style-type: none">Identified drop-off points in user journeys through funnel analysis & took corrective measures to improve conversion						
	<ul style="list-style-type: none">Designed a governance model to ensure push notifications on WhatsApp are used judiciously to avoid spamming						
	<ul style="list-style-type: none">Developed a dashboard to track KPIs and the performance of use-cases against the defined business targets						
	<ul style="list-style-type: none">Achieved 60% increase in MAU M-O-M through targeted campaigns in collaboration with Marketing and CVM teams						
System Engineer – BFSI Clients		Tata Consultancy Services				Aug’15 – Jul’18	
RPA Automation & ETL processes	<ul style="list-style-type: none">Automated classification of documents through Kofax Adaptive learning to reduce the cycle time of data-entry process						
	<ul style="list-style-type: none">Designed keywords based locators for extracting data and converting them into actionable information						
	<ul style="list-style-type: none">Reduced mortgage document processing time by 60% per agent through Kofax RPA automation						
	<ul style="list-style-type: none">Led a 5 member team to automate benefit calculations by integrating third party policy feed data through SSIS packages						
	<ul style="list-style-type: none">Executed Root cause analysis for prevention of recurring issues and reduction in the turnaround time						
SKILLS							
Product Roadmap		Data Analytics		Web & Mobile Apps		Wireframing / UI / UX	
API Integration		Budget Management		Mobile PoS		Design Thinking	
Agile Practitioner							
EDUCATION							
Institute				Course		CGPA / %	
IIM, Mumbai (erstwhile NITIE)				PGDIM		8.23/10	
SIES Graduate School of Technology				B.E (Electronics & Telecomm.)		64.92	
SIES College of Arts, Science & Commerce				12 th (HSC)		89.17	
St. Joseph’s High School, Vikhroli				10 th (SSC)		91.38	
AWARDS & ACHIEVEMENTS							
Certifications	<ul style="list-style-type: none">Introduction to Tableau				2020	<ul style="list-style-type: none">Customer Analytics	
Case Study	<ul style="list-style-type: none">Campus Winner, Kotak Mahindra Bank’s Digital Product Case contest						2019
Leadership	<ul style="list-style-type: none">Student Representative, Industry Interaction Committee responsible for organizing corporate seminars						2019
	<ul style="list-style-type: none">Elected as the School Head Boy to act as a representative of the student body						2008 - 09