

# SHEFALI KAKKAR

SENIOR LEVEL PROFESSIONAL | CUSTOMER DELIVERY | INTERNAL AUDITS



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## Strategic Professional with expertise in Customer Service Delivery and Internal Audits

**Diligent and Meticulous Professional** with **nearly 8 years** of rich experience in Key Account Management with full emphasis on churn reduction and customer success/retention/delight. Strong exposure to interfacing with senior professionals, cross-functional departments; seeking for challenging and rewarding opportunities in **Customer Success & Support / Operations Management / Internal Audits** with an organization of high repute

Key Impact Areas	Executive Profile	
Customer Delivery Management	<ul style="list-style-type: none"><li>– <b>An accomplished professional, with multi-functional experience</b> offering a combination of Customer Service Delivery, Retention &amp; Churn Management, Internal Audits, Risk Management with rich experience of working in B2B and CRM Environment across Telecom domain</li><li>– <b>Directed customer lifecycle management and/or service management</b> of premium B2B corporate accounts for Rajasthan and M&amp;G region focusing on achieving customer success and safeguarding existing revenues</li><li>– <b>Wealth of expertise entails:</b> key account management and account farming / onboarding to corporate lifecycle management in all LOBs (Data, MOB, DTH and Fixed Line)</li><li>– <b>Strategic Leader with expertise in analyzing the</b> internal information, competitors data and establishing complex yet effective customer service strategies to tackle and cope up with the market challenges</li><li>– <b>Consistently delivered large amount of revenues</b> from the market by having expertise in Churn &amp; Retention and Credit Risk Management</li><li>– <b>Insightful professional with notable success in driving call centre operations (Inbound &amp; Outbound Retention) as a MNP Lead</b> for Rajasthan Circle to ensure customer success, retention, satisfaction (by resolving escalations &amp; complaints) and new avenues for revenues</li><li>– <b>A principal executive ‘point of contact’ for the company</b>, engaged in managing the entire Internal Audit functions, ensuring appropriate audit strategies are in place and are acted upon according to priorities</li><li>– <b>Skilled in coordinating multiple audit projects</b>, including issue identification &amp; execution of corrective action plans in accordance with regulatory and departmental guidelines</li><li>– <b>Significantly contributed in providing objective assurance &amp; advice</b> that add value; influencing change that enhances risk management and control; and improving accountability for results</li></ul>	
Strategic Planning & Implementation		
Retention & Churn Management		
Call Center Operations		
Client Relationship Management		
Internal Audits		
Risk Assessment & Mitigation		
Root Cause Analysis/Escalation Management		
Process Review & Improvement		
Six Sigma		
Team Management		
Education & Credentials	Awards & Accolades	
<b>2022: Digital certification in contact centre Management B2W</b> London	<ul style="list-style-type: none"><li>– Felicitated with multiple acknowledgement from “<b>HelpAge India</b>” for excellent contribution towards up-liftmen of weaker and old people</li><li>– Honored with various awards for “<b>Exceed Expectations</b>” in <b>2009-10, 2010-11 and 2012-13 for Corporate Audit Team</b>, Aditya Birla Group and Bharti Airtel Ltd.</li></ul>	
<b>2013: Indian School of Statistics</b> Delhi centre “Green Belt Training”		
<b>2009: Master of Finance &amp; Control</b> Banaras Hindu University in 2009	<th>Certifications</th>	Certifications
<b>2007: B.Com. (Honors’)</b> Banaras Hindu University		
IT Skills	<ul style="list-style-type: none"><li>– <b>Six Sigma Certified</b> – Successfully completed multiple projects during the certificate completion</li><li>– <b>NSE’s Certification in Financial Markets</b></li><li>– <b>Derivatives Market (Dealers) Module</b></li><li>– <b>Capital Market (Dealers) Module</b></li><li>– <b>AMFI Mutual Fund Advisors Module</b></li></ul>	
Oracle CRM		
BI Tools		
Analytical Tools: MS Visio, MS Excel, Tableau		

## Organizational Experience

**Capita, Portsmouth (United Kingdom)**  
**Customer Service Adviser**

**Feb'23- May'23**

### Key Responsibilities:

- Resolved issues faced by customers, smoothly handles technical and non technical concerns.
- Collaborate with colleagues and co workers to deliver quality customer experience.
- Manage customer calls efficiently in a fast paced call centre environment.
- Delivers fast and friendly service to handle questions and service complaints.
- Collaborate across department to resolve customer -related issues.
- Functioned as an escalation gate; addressed or resolved customer issues/complaints on priority in order to accomplish the customer satisfaction matrices and delight.



**Bharti Airtel Ltd., Pune**  
**Assistant Manager – Customer Service Delivery**

**May'12 – May'17**

### Key Responsibilities:

- Designed customer segmentation approach, and effectuated different strategies for different segments of the customers
- Showcased skills in minimizing the impact of change management on customer's journey by driving transitions for the customers in a controlled environment with high due diligence
- Functioned as an escalation gate; addressed or resolved customer issues/complaints on priority in order to accomplish the customer satisfaction matrices and delight
- Front-led wide variety of activities which includes:
  - Identification and development of new leads from new/existing accounts
  - Organization of kick-off meetings along with review of customer requirements and design of resolutions
- Improved the quality, productivity, and performance of customer service function by developing & formulating new processes and policies in line with the best practices
- Leveraged excellence in focusing on the company's financials and drove the business by winning in the market place
- Worked towards ensuring the process implementation & compliance of all sub-verticals of acquisition experience and the contact centre for all LOBs by conducting process reviews and sample tests.
- Exhibited skills in analysing and monitoring the KPIs of Service Delivery and critical business KPIs; worked towards evaluating the reports/information, performance review for circle or functions
- Conducted RCA of client concerns in coordination with Process Owners & Function Heads; tracked status of action plans
- Accomplished continuous operational excellence by leading the transition of other business processes
- Extended cross-functional support and transactions between various different process
- Kept track of field activities vs. process documentation vs. SOPs/internal guidelines
- Translated the customer requirements into a documented process basis the defined requirements
- Adhered to the circle norms for managing vendors for maintaining SLAs and KPIs
- Worked towards accomplishing organizational goals and market competitions through data mining and data analytics.
- Entrusted with an additional responsibility of managing the after-sales services of corporate customers across M&G circle which includes up-selling in new and existing accounts, and conducting extensive visits to corporates to build rapport

**Aditya Birla Management Corp. Pvt. Ltd., New Delhi**  
**Audit Officer**

**Aug'09 – May'12**



### Group Companies Worked With:

Idea Cellular Ltd.  
Hindalco Industries Ltd.

### Key Responsibilities:

- Managed end-to-end audit & support activities which includes delivery of internal audit assignments across the group
- Worked towards driving process enhancements, projects and risk control matrices
- Developed and implemented risk-based audit programs under supervision of the senior management.
- Prepared Internal Audit Plan for companies, established internal audit scope and worked towards identifying the internal control and major weaknesses/gaps.
- Assessed risk and applied results to the prioritization of audit projects and objectives; developed audit programs that tested the level of risk which could be addressed by redefining controls within the assigned business area.
- Presented audit findings to management; worked with management in building recommendations and action plans

- Shared insights into the entity w.r.t. objectives, plans, policies, procedures along with major changes.
- Shouldered with the responsibilities of performing process audit reviews at different circles in the areas of Service Delivery, Quality, Commercial – Procurement, Warehousing, Network, F&A, Sales & Marketing, HR and Regulatory Identified gaps, areas of improvements; shared the same with the clients
- Directed a team of Analysts in order to ensure delivery of quality services to the clients
- Acted as a team player in a co-sourcing model with Big 4's. ("Ernst & Young" and emerging consulting entity "Protiviti")
- Reviewed effectiveness of the system/processes by promoting risk management best practices and by executing of risk-based audit approach.

#### **Significant Accomplishments:**

- Established project report on "Contact Point Verification" and "Mobile Number Portability" for management review

### **Personal Details**

**Date of Birth:** 9th August 1985

**Address:** Pune, Maharashtra