



SHRIYA RASOTRA

Personal Profile

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Core Competencies

Client Relationship Management/Customer Retention Strategies/Strategic Customer Engagement

SaaS Sales/B2B/CRM/ERP/LXP/Salesforce/LeadSquared

Project Management & PMO

Service Portfolio Management & Service Relationship Management (SRM)

Implementation Consultant & Business Operation

Key Account Management, Customer Success Management & Product Management

ITIL® Foundation

SLA Management/SLA Compliance/Incident Management

Retention Management/Cross-Selling & Up-Selling

Business Documentation (BRD), Strategic Business Reviews (SBRs) Tableau, Advance Excel/JIRA/Power BI/MIRO

Product Manager/Renewal and Growth/Client Success Manager (CSM)

Professional Summary

Customer Success Manager and Implementation Consultant with over 6.5 years+ of experience spearheading customer success, B2B Sales, Pre-Sales, Project Management, Product Management, marketing solutions and retention initiatives. Have vast experience with CRM/ERP (e.g. Salesforce, LeadSquared) software and other customer success tools. Skilled in identifying customer training needs, enhancing product utilization, and boosting customer adoption. Proven track record in end-to-end analytics solutions, including strategic planning, customer relationship management, key account management, Business Development & GTM Strategy. Proficient in operations management, project planning, Business Operation, and Business Consulting. A resourceful professional ready to exceed expectations and drive unparalleled success.

Employment History

Area Business Head : Customer Success & Business Strategy, Think & Learn Pvt Ltd, Kolkata

07/2023 - Present

- **Business Development:** Spearheaded strategic business development initiatives that resulted in a **20% increase** in sales revenue within the first quarter of tenure. Sustained client satisfaction within the end-to-end implementation process and after.
- **Consulting Excellence:** Demonstrated collaboration and critical thinking skills, providing valuable insights to clients. Led client-specific requirements development, ensuring accurate data conversion and implementation timelines. Implemented innovative solutions, enhancing product functionality and client satisfaction. Served as a subject matter expert, assisting clients in learning the product and guiding them through setup and integration processes.
- **Client Relationship Management:** Established and maintained strong relationships with key clients through B2B & B2C ensuring customer satisfaction and loyalty. Implemented client feedback systems, leading to a **15% increase** in client retention rates.
- **Product Knowledge:** Demonstrated expertise in B2B SaaS solutions, effectively communicating technical features and benefits of the LXP platform to our clients. Collaborated with product development teams to align offerings with market demands, leading to a **10% increase** in our **Learning Experience Platform (LXP)**.
- **Customer Advocacy:** Balance "customer satisfaction" & "user delight" metrics with "time go-live and deliver" and showcase quality customer testimonials. Owned the Program management with the entire account team - **Project Managers, Pre Sales, Account Executive, Support and Delivery teams** to ensure that the open issues, bugs, and custom requests raised by your clients are delivered within agreed TATs.
- **Sales and Negotiation:** Proven track record of developing and executing successful **B2B sales** strategies, leading high-performing teams, and cultivating long-lasting client relationships. Adept at identifying market opportunities, optimizing operational efficiency, and delivering exceptional client value.
- **Customer Education and Onboarding:** Developed comprehensive onboarding programs and educational resources, ensuring customers fully utilize the product/service offerings. Achieved a **6% decrease** in onboarding time and a **12% increase** in customer product knowledge.

Assistant Senior Manager : Customer Success & User Experience (UX), Think & Learn Pvt Ltd, Bangalore

04/2022 - 07/2023

- **Leadership and Team Management:** Led and mentored a team of Customer Success associates, driving a culture of excellence and accountability. Achieved a **10% increase** in team productivity and customer satisfaction scores through strategic coaching and development programs.

Market Research & GTM Business Strategy
Risk Management & Cost Optimization
CSAT / NPS Survey and PMF Activities
Customer Lifecycle Management (CLM) & Service Delivery
Salesforce CRM/LMS/LXP Implementation
Problem-solving and Conflict Resolution/Strategic Thinking
Data Visualization & Analysis
Customer Retention Strategies/Customer Feedback Analysis/Customer Onboarding and Training
Managed KPI's, KRA's and other metrics
Learning and Enablement, Quality, Process Management & Partner Client Management

Soft Skills

- Ability to Multitask
- Fast Learner
- Critical Thinking & Problem Solving
- Effective Time Management
- Adaptability
- Strong Communication Skills
- Training & Tutoring
- People Management
- Adaptability & Collaboration
- Decision-Making & Conflict Management
- Interpersonal Skills & Presentation Skills
- Customer Focus & Negotiation Skills

Languages

English
Hindi
Punjabi
Bengali

- **Project Management:** Act as project manager, overseeing the entire implementation process. Created project plans, set timelines, allocate resources, and monitor the progress to ensure timely delivery and successful completion.
- **Process Excellence and Efficiency:** Spearheaded initiatives in Process Excellence, creating Standard Operating Procedures (SOPs) that streamlined operational workflows. This led to enhanced efficiency and **5% increased** data visibility.
- **Quality Standards and Customer Satisfaction:** Established and upheld quality standards using audits and NPS surveys, effectively optimizing service quality. This initiative led to a reduction in customer pain points and friction.
- **Enhanced Customer Satisfaction:** Implemented targeted initiatives that raised **NPS scores to 8.8**, reflecting a significant increase in customer satisfaction. This improvement was also evident in the Customer Satisfaction (CSAT) scores.
- **Customer Onboarding:** Perform initial onboarding of accounts with enterprise-level customers, ensuring strong adoption and ongoing engagement throughout the *customer's lifetime*. Build Account relationships by championing Customer Advocacy to increase our penetration in the Account & nurture overall Account Health.
- **CRM and Technical Proficiency:** Utilized CRM tools, ticketing software, and advanced Microsoft Excel and Word skills to streamline processes and enhance productivity.

Manager/Assistant Manager : Retention & Escalation Management, Think & Learn Pvt Ltd, Bangalore

06/2019 - 03/2022

- **Team Management:** Led a 10+ member cross-functional team, leveraging time-series forecasting for ED-Tech trends, optimizing refunds via automation, and improved **SLAs** for enhanced customer experiences. Incorporated risk management, compliance, and industry alignment, **raising retention by 15% and upselling revenue by 10%.**
- **Escalation Management:** Effectively managed escalated customer issues, resolving conflicts and ensuring customer satisfaction. Implemented efficient escalation protocols, resulting in a **10% reduction** in resolution time and an **8% improvement** in customer retention rates.
- **Customer Feedback and Analysis:** Utilized customer feedback and data analysis to identify root causes of churn and customer dissatisfaction. Implemented data-driven strategies, resulting in a **15% increase** in customer success metrics and overall satisfaction levels.
- **Training and Development:** Conducted training sessions for customer support teams, enhancing their conflict resolution skills and customer communication. Achieved a **10% improvement** in customer issue resolution rates.

Associate/Senior Associate, Think & Learn Pvt Ltd, Delhi NCR

04/2017 - 06/2019

- **Business Development:** Delivered **1.2 crores in revenue over a rapid 1-year timeframe**, overseeing end-to-end sales processes encompassing cold calling, lead management, and closure.
- **Digital Marketing:** Proficient in digital marketing techniques including SEO, SEM, and social media marketing. Implemented online marketing campaigns that led to a **15% increase** in website traffic and online sales.
- **Market Research & Analysis:** Conducted market research and competitor analysis to identify opportunities for growth and market trends. Utilized findings to refine marketing strategies, leading to a **20% increase** in market share.

Education

B.Tech - Electronics and Communications Engineering (ECE), Chandigarh Engineering College, Mohali, Chandigarh

Achieved a stellar 8.5+ CGPA in engineering, reflecting academic excellence and dedication.

Projects Undertaken

Navigating the Market: Launching, Positioning (BELP), Bengaluru

- Led the Gauntlet Market Launch project in partnership with Disney & OSMO, overseeing strategic planning and seamless execution. Utilized data-driven insights to tailor K3 Ed-tech marketing, yielding a **10% sales boost and 15% retention improvement in Q1**. Project outcomes included refined product positioning for resonance, a 15% pre-launch interest rise, and a 10% early adopter engagement increase.
- Proficiently employed tools like Miro to convert business requirements into comprehensive BRDs, collaborating with UX/UI experts and developers.
- Leveraged user-centric principles for wireframing and prototyping, iterating through designs and testing to enhance user experience.

CSAT/NPS Survey and PMF Activities Enhancement, Kolkata

- Led a customer-centric project integrating CSAT, NPS surveys, and Product-Market Fit activities. Enhanced insights, drove strategic improvements, and aligned products with target markets. Designed and deployed surveys, adapted questions for pertinent feedback, and harnessed data to enhance products. Collaborated with teams, adjusting roadmaps based on insights. **Achieved a 10% customer satisfaction rise and 8% NPS improvement, reflecting impactful project outcomes.**

Customer Engagement Enhancement: Upsell, Renewal, Cross-Sell, and Retention Initiatives

- Led cross-functional collaboration, developing a unified customer engagement strategy. Leveraged customer data for upselling, cross-selling, and personalized renewals, achieving a 6% renewal rate boost. Introduced bundled cross-selling, driving 5% higher conversions. Pioneered proactive retention initiatives, yielding 5% improved retention. **The project yielded an 8% up-sell/cross-sell increase and 5% retention growth, affirming dedication to satisfaction, and revenue.**

Salesforce Automated Dashboard - CRM, Kolkata

- Revamped Salesforce CRM to align with operational needs, improving data visibility, reporting, and efficiency via automated workflows. User-friendly interfaces streamlined data entry and upheld data quality. Integration of third-party tools enriched CRM functionality, incorporating features like email tracking and lead scoring. Outcomes: Automated Dashboard project resulted in **5% less manual data entry, boosting data accuracy; 15% operational efficiency gain; and 10% better lead follow-ups**. Revamped CRM-empowered sales, fostering informed decisions and fueling revenue growth.

RCA WhatsApp Bot for Refund and Dissatisfaction Survey, Kolkata

- Developed a WhatsApp bot using Yellow Messenger's RCA framework to streamline customer feedback collection regarding product or service dissatisfaction and refund requests.
- Bot Development: Set up and configured a WhatsApp bot using Yellow Messenger's platform, ensuring a smooth user experience, Survey Design, User Flow, Data Collection, Analytics and Reporting.
- Established and maintained customer profiles, leveraging customer churn and satisfaction data to inform future initiatives and customer success strategies.
- **Project Outcome: Enhanced Customer Experience with 91% CSAT Score.**