

# SHRUTI PANDEY

Result oriented enterprising professional with over 7 years of experience in Inside Sales, Customer Relationship Management, Customer Service Management & People Management. Targeting assignments in Insurance and Banking Industry



## CORE COMPETENCIES

- Customer Relationship Management
- Inside Sales & Business Development
- Service Quality Improvement
- Sales Planning & Analytics
- Client/Customer Servicing
- Market Trend & Analysis
- Sales Pipeline Management
- Process Improvement
- Team Management
- People Management
- Training & Development
- Sales & Revenue Optimization
- Customer Retention
- Customer Need Identification

TAT/SOP'S/KPI's/RTM

## EDUCATION

- Pursuing Executive MBA: Sales & Marketing from IIM-Kozhikode
- Bachelor of Technology: Computer Science Engineering from 2016

## PERSONAL PROFILE

- Incisive acumen in creating a long-term vision for **building a customer-centric service** and support experience through multiple touch points
- Achievement driven professional**, gained leverage industry knowledge to promote key intermediary satisfaction, leading to client retention and organic growth
- Proven skills** in spearheading the development and execution of sales & people management strategies and performance metrics
- Skilled in identifying & **implementing industry best practices**, strategies and processes to support a best-in-class service experience
- Showcased excellence in **steering CRM operations**; addressed client issues & priorities and **resolved escalations** within prescribed TAT, thereby **attaining high CSAT, client retention & reducing churn**
- Exposure of working in **US, UK, India and EMEA region for selling IT Services like Healthcare, Speech analytics, digital information BPO/KPO services & BFSI**
- Expertise in creating a long-term vision** for building a customer-centric service and support experience through multiple touch points
- Front-led the development, continuous improvement** and delivery of customer service and the strategic development of operational requirements, process and technology, to deliver key service outcomes for customers
- Possessing People Management skills**, built top-performing sales team as highest performing Sales leader
- Proficient in strategizing** with and coaching teams on application of consultative-selling techniques to advance opportunities that resulted in ongoing profitable revenue growth
- Adept in understanding customer requirements**, meeting service metrics guidelines, retaining customers, converting prospects into Sales

## WORK EXPERIENCE

**Nov'22-Till date | Customer Success Manager | Newgen Software, Noida**

### Key Result Areas:

- Successfully streamlining CRM processes for better customer experience in terms of delivery of the projects which led to increased revenue generation
- Managing recruitment, training, induction and coaching strategy across the contact centres
- Working closely with HR, L&D and Training delivery teams; taking responsibility for the ongoing development all levels of contact centre colleagues
- Reviewing and defining clearly all contact centre roles, any required shift and candidate profiles required across contact centre operation
- Leading an effective resource planning team, ensuring that resource is fully utilized and any contact demand is effectively covered
- Applying best practice, developing continuous improvement plans; making recommendations based upon employee & customer insight
- Acting as the Voice of the Customer, championing change and improvements across the customer experience, driving change and influencing future change/projects to support and achieve improvements in the customer experience
- Delivering cost efficiencies and increased in Customer Satisfaction Scores
- Enhancing the quality of customer interactions, ensuring quality assurance, compliance, regulatory and legal obligations are met across all interactions
- Conceptualizing and implementing customer service policies in the organization
- Identifying ways to measure customer satisfaction and improve services
- Managing escalations and ensuring the issues highlighted are resolved within the shortest possible time
- Performing end-to-end customer contact processes and their associated customer experience, supporting cross company initiatives to drive improvements, improve efficiency and reduce complaints
- Orchestrating customer profile analysis and Mapping Customer Journey
- Measuring Service retention, performing lost customers analysis and actions to win back / recovery strategy
- Ensured seamless integration of customer interactions and information flow across all customer touch points
- Formulating a customer experience strategy that drives customer advocacy across all touchpoints as measured through NPS

### Highlights:

- Bagged Employee of the quarter award for Q1 2023

## CERTIFICATIONS

- Inside Sales Manager (AISM)-LinkedIn Certification
- Project Management Professional (PMP)-LinkedIn Certification Customer Success-LinkedIn Certification
- Salesforce certification in sales and Marketing
- Ms excel certification- LinkedIn Certification

## SOFTSKILLS

- Analytical
- Communication
- Leadership
- Team Management
- Time Management
- Result oriented
- Customer Centric

**Mar'21-Oct'22 | Inside Sales Manager | R System International, Noida**

**Feb'18-Feb'21 | Inside Sales Manager (Team Lead) | TechGropse Pvt Ltd, Noida**

**Jun'16-Jun'18 | Inside Sales Executive | TechGropse Pvt Ltd, Noida, Noida**

### Key Result Areas:

- Worked closely with the team to achieve the quarterly and monthly targets across all the categories & regions
- Managed channel partners and ensured business through them
- Planned & distributed targets amongst teams, monitor their achievement, and conduct periodic performance reviews
- Provided constructive feedback and improvement areas on the approach, quality, and throughput of the work done.
- Understood the competitive landscape and market trends
- Worked with other teams like Marketing, Operations to implement targeted sales strategy Sales Planning & Analytics
- Derived insights out of sales and operational data and act on it to derive results
- Tracked, analyzed, and reported relevant business metrics
- Provided team with relevant information and data insights on a regular basis to improve their Performance
- Planned the manpower requirements in accordance with the sales target
- Identified the training needs of the team members, trained them to reach their peak potential and motivated them to ensure overall achievement of targets
- Supported recruitment, training, and retention of quality sales personnel
- Worked towards automation of sales efforts with the help of the tech team
- Estimated the customer requirement accurately and managed a set portfolio of customers with robust follow up, Converting prospects into Sales
- Helped customer find suitable profiles keeping in mind their requirements.
- Delivered quality service to paid members and working closely to maintain a good rapport with them
- Searched, screened, short listed, established contact, initiated meeting between members and creating success stories
- Analyzed sales statistics and trends to determine business growth potential and focus

### Highlights:

- Conferred with Best sales Person award in **R system in 2022**
- Spearheaded a team of 13-15 members in **TechGropse Pvt.Ltd.**
- Amplified customer base by 100% and brought in more than \$5000 in new sales revenue
- Increased referrals 80% by building productive partner networks in **TechGropse Pvt. Ltd.**

## INTERNSHIP

**Jan'16-Jun'16 | Business Development Executive (Intern) | RNF Technologies**

## PERSONALDETAILS

**Language Preference:** English & Hindi

**Address:** Gaur, Noida 201309