

# Kriti Kumari Sharma

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## Professional Summary

- Result oriented team leader with 6 years of combined experience in fintech, e-commerce and ed-tech firms such as **Flipkart , Meesho, Vedantu and Jupiter Money**.
- Handled functions such as Customer Analytics, Customer experience, Customer Support and Operations
- Having completed the post graduate program in Data Science, looking grow in the field of CX Experience & analytics

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## Areas of Expertise

- Advanced Excel Functions
- Tableau, Google Analytics
- SQL
- CX Analytics
- Dashboarding & Visualization
- Python for Analytics

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## Professional Experience

**Jupiter Money** – *Among leading Fintech firms, currently valued at \$700+ Million, with investors such as Tiger Global and Sequoia Capital*

### Team Lead and Analytics

Jan 2022- current

- Leading the **rewards CSAT** project, thereby managing 13 Chat agents and 2 SMEs
- Prepare presentations and present **WBR** and **MBR** to the VP, Customer Experience on the team performance and opportunities on improving the customer experience
- Improved CSAT from 64% to 81 % in the Rewards Team:
  - Using data analysis, identified the top reasons for DSAT and addressed the same by implementing changes in existing process
  - Reformed the existing SOPs by identifying the areas of improvement.
  - Collaborated with Sr. Managers, Quality Head and Process Excellence Managers to improve existing processes

**Vedantu** – *One of India's leading ed-tech company which enables students to learn LIVE spread across 1000+ cities from 30+ countries*

### Team Leader: Student Account Manager

June 2020- Jan 2022

- Created a framework for **Net Promoter Score**, thereby understanding students' grievances and recommended top management for improving student learning experience on the Vedantu platform
- Prepared reports, insights and suggestions on OPS improvement for my team (Academic operations) for weekly review with AVP, Operations.
- Prepare SOPs for new initiatives, train and nurture new Team leads and Student Account managers, thereby creating a seamless onboarding experience
- Managed 14 Student Account Managers, catering to 6000 students for IIT JEE and NEET entrance exams

**Meesho** – *Leading Social Ecommerce firm- Series F Funded (Valued at ~5 Billion)*

### Customer and Supplier Support Team Leader

June 2017- May 2020

#### Analytics:

- **New Customer Activation:** Identifying using **SQL** queries and converting Customers from 0 to 1<sup>st</sup> order placed.
- **Retention:** Identifying high GMV customers who churned from the platform and pitch them on the improvement in the app to reactivate them.
- **NPS** Comment analysis, issue identification and communication to other cross-functional teams through monthly presentations

#### Team and Workflow Management:

- Managed 20+ people and ensuring Shrinkage%, Attrition%, response%, SSAT %,Disposition and Quality
- Worked with AVP and Manager, customer experience for policy decisions that ensure agents can maximize their potential and increase customer satisfaction.

- Co-ordinated with the Quality Team on development of SOPs and training modules as the new products/sales are launched frequently to improve the efficacy of the process.

#### **Strategic Partnerships and Alliances**

- Headed and Set Up outsourced Call Support Center in Bhopal for Meesho. Provided Process Training to Support executives, Created SOPs and monitored center performance.
- Handled Meesho Mission Rise Event process.

#### **Flipkart - Leading e-commerce Platform**

##### **Supplier Support Executive**

**March 2016- April 2017**

- Senior executive MVP (Most Valuable Process): Managed the support center for high GMV suppliers (Gold suppliers)
- Worked as a trainer for new tool introduced in the company in 2017. IMS (Incident management system).

#### **Education and Training**

2021 – PG in Data Science (Graduating in July 2022)	IIIT-Bangalore
2015 – Bachelors in Computer Application (BCA)	Punjab Technical University
2011 – XII – Maths and Science	Ananda College, Hazaribagh
2009 – X Matriculation	Vivekanand Central School, Hazaribagh

#### **Training :**

1. Training in Work Specific tools such as IMS (Flipkart), Zendesk, Czentrix, Metabase.
2. Excel: Microsoft excel 2013 Advanced. Online Excel Training Course from Udemy
3. SQL: Basic SQL skills ( W3 school, Udemy, Tutorial Point )

#### **Awards and Achievements**

- **JupiterMoney:** Won the title of Shining Jovian for Best team performance for the month of May,2022.
- **Vedantu:** Have won the best TL award for the year 2020-2021
- **Meesho:** Have won the certificate of appreciation 3 times for an Outstanding performance (2018-2019)
- **Meesho:** Have won the best employee award for the year 2017-2018
- **Flipkart:** Won certificate of appreciation for Best Performer twice for achieving Top Score in Quality (2016-17)

“When the customer comes first, the customer will last” – Robert Half