

# Shital Gawade

Jamnalal Bajaj Institute of Management Studies

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EDUCATIONAL BACKGROUND				
YEAR	DEGREE	INSTITUTE	BOARD/UNIVERSITY	RESULT (%/CGPA)
2020	Masters in Finance	J.B.I.M.S., Mumbai	University of Mumbai	5.5/7
2013	B.E. Electronics	DMCE, Navi Mumbai	University of Mumbai	57.81%
2008	H.S.C.	Kelkar College, Mumbai	Maharashtra State Board	60.00%
2006	S.S.C.	Brahman Vidyalyaya, Thane	Maharashtra State Board	87.33%
DOMAIN & SKILLS				
Telecom	BNFS, Credit Cards	Product Operations	Product Management	BOT operations
UAT	Product Strategy	Instrumentation	Stakeholder Management	Process Improvement
Jira	Requirement Gathering	Business Process Models	Project Management	PRD, BRD formation
Figma	Business Analysis	Root Cause Analysis (RCA)	User Experience Design	Agile and Waterfall
Live Chat	Cross-Functional Leadership	Customer Experience Optimization	Market Research and Trend Analysis	Product Launch and Adoption Strategies
WORK EXPERIENCE				(5yrs 3month)
Bharti Airtel		Lead: Product Operations Manager		Aug '22 – Present
Roles & Responsibilities	<b>Channel Operations Head:</b> Chatbot, Live Chat, WhatsApp bot <ul style="list-style-type: none"><li>Analyzed consumer pain points &amp; business imperatives to define product roadmap &amp;enhance customer experience</li><li>Establishing &amp; executing <b>Chatbot product roadmap on Airtel Thanks App</b>, aligning features with business objectives</li><li>Onboarded <b>130+</b> journeys based on customer VOC which <b>increased customer engagement by 131%</b></li><li>Utilized various strategies and data points to <b>reduce customer complaints by 75% with day by day increasing DAU</b></li><li>Optimized product development processes using Agile methodologies, <b>reducing go-to-market by 20%</b></li><li>Overall <b>Chatbot contributed the savings of 35Cr in financial results 2022- '23. Till Q1 of current fy</b></li><li>Developed user interfaces and functionality iteratively through <b>A/B testing to validate product hypotheses</b> effectively</li><li>Analyzed customer data and user behavior to identify pain points and opportunities for enhancing customer experience</li><li>Spearheaded tasks and resolved dependencies on cross-functional teams like Engineering, Design, Content and customer service agents, to successfully launch and upgrade products</li><li>Carry deep understanding of our customer’s needs and pain points and areas for improvement, and work cross-functionally to optimize the customer journey</li><li>Brought <b>governance in data science team by deeply auditing NLU model (ML model)</b> &amp; drove initiative to make the better machine learning pre model training datasets which helped in virtual assistance, enhancing user interaction and understanding</li><li>Create and maintain a prioritized backlog of features, and enhancements, and bug fixes based on customer’s need, priorities, and technical feasibility</li><li>Led UAT initiatives, gathered feedback, &amp; collaborated with design and Engineering to implement user-driven improvements.</li><li>Led end to end Live Chat launch, conducted UATs, raised the blockers &amp; met the GTM with successful product launch</li><li>Ability to quickly respond to changing requirements in a fast-paced, iterative development cycle</li><li>Recently achieved a <b>successful MVP of Live chat</b> for network and critical issues of Broadband</li><li>Centrally handling regular heads-up on performance, blockers, outage, Solve for interdependencies</li><li>Supporting &amp; contributing in post-launch reviews and ensures feedback is reincorporated into the feature</li><li>Currently getting geared up for <b>WhatsApp bot</b>- an another digital channels for customer query resolution</li><li><b>Optimizing existing Chatbot configurations on WhatsApp bot</b> to reduce manual efforts of creating journeys once again by effectively combining existing Chatbot configurations</li></ul>			
Achievements	<ul style="list-style-type: none"><li><b>Q3 2022-'23 CEO appreciation for Spirit of Collaboration- High Flyer Award</b></li><li><b>CE vertical- Q4 '23 for Chatbot successful rollout along with reduced tickets from 65% to less than 8%</b></li><li><b>Nomination for Q4 across company under customer satisfaction matrix</b></li><li><b>Stability in vital key matrices could result into 100% migration on new version of Chatbot within 4 months</b></li></ul>			
RBL Bank, Gurugram (PPO Offered)		Product Manager		Oct '20 – Aug '22
Roles & Responsibilities	<ul style="list-style-type: none"><li><b>Project Manager:</b> For <b>Service Improvement Projects</b> as a part of <b>Service Culture</b> for <b>Client Services Dept, Credit Cards</b></li><li><b>Creating BRDs &amp; SOPs, requirements gathering</b> as user stories, examining requirements and act as a <b>liaison</b> among teams</li><li><b>Analyzing trade-offs between usability &amp; performance needs</b>, implement proposals &amp; remove blockers to improve function</li><li><b>Stakeholder Management</b> across different teams like IT, Operations, WFM, Training, Communications council &amp; Quality</li><li><b>Formulated Ease of Services</b> through streamlined <b>quality</b> of training content, team <b>vigilance &amp; governance</b> of call center</li><li><b>Automated 3 business processes constraining frauds &amp; data piracy</b>, data leakage of customers’ PI &amp; eliminating rework</li><li><b>Product Manager:</b> Managing development &amp; launch of <b>RBL Webform</b>, boosting <b>customers engagement</b> on digital forum</li></ul>			

	<ul style="list-style-type: none"> <li>▪ <b>Product Management Consulting:</b> RCA &amp; data driven engaging <b>Features proposed</b> for CRM, MyCard App, ChatBot</li> <li>▪ <b>Highlighting process gaps</b> &amp; enhancing the current operations leading to <b>reduction in TAT</b> and efficiency improvement</li> <li>▪ <b>RCA for BO escalation cases</b>, reporting service improvements leading to <b>reduction in RBI escalations by 26%</b></li> <li>▪ Publishing dashboards, service enhancements &amp; tracking <b>project milestones</b> of projects to stakeholders</li> </ul>
<i>Achievements</i>	<ul style="list-style-type: none"> <li>▪ <b>Promoted to 'Manager'</b> grade from Management Trainee with <b>'Solid Player'</b> rating, review period – Oct'20-Aug'21</li> <li>▪ Spearheaded Repeat Reduction project resulted in <b>repeat calls reduction from 13% to 9% increased call bandwidth</b></li> <li>▪ RCA led unexplored observations &amp; actionable enhanced <b>Customer Satisfaction score</b> from <b>40% to 78%</b> within 6 months</li> <li>▪ Implemented digital processes, fixed service gaps, reduced repeat call volume led to <b>cost reduction by 70 millionl</b></li> </ul>
<b>Syntel Pvt. Ltd, Pune &amp; Mumbai</b> <b>Software Engineer</b> <b>Mar '14 – Jul '16</b>	
<i>Roles &amp; Responsibilities</i>	<ul style="list-style-type: none"> <li>▪ Led team of 3 members, gathered client's requirements <b>for 8 partners</b> documented using <b>STLC method &amp; Agile method</b></li> <li>▪ <b>QA Analyst-</b> Worked for <b>two US based Clients (BNFS &amp; Logistics domain)</b> as a <b>Project Representative</b></li> <li>▪ <b>Allocated in individual leadership, contributed dedicatedly as a Subject Matter Expert &amp; SPOC for 4 partners</b></li> <li>▪ <b>Test Engineer:</b> Test Planning, designing &amp; execution (<b>1900+</b> test cases designed &amp; <b>5700+</b> executed)</li> <li>▪ <b>Published Dashboards for Daily, Weekly &amp; Monthly</b> Status Reports for senior management &amp; team</li> <li>▪ <b>Spearheaded</b> Floor management activities of <b>Knowledge Transfer Sessions</b> for <b>more than 10 juniors</b> at offshore</li> </ul>
<i>Achievements</i>	<ul style="list-style-type: none"> <li>▪ Ensured <b>Customer satisfaction</b> on Pay With Points (PWP) platform resulting in <b>5% QOQ revenue increment</b> for client</li> <li>▪ <b>Allocated in leadership &amp; ownership of 4 partners</b> and delivered successfully within stipulate timeframe of <b>6 months</b></li> <li>▪ Multiple <b>Client &amp; offshore appreciations</b> for the successful launch of banking IT services project</li> </ul>

INTERNSHIPS		
<b>RBL Bank, Gurugram</b> <b>Management Intern</b> <b>Apr '19 – May '19</b>		
<i>Responsibilities</i>	<ul style="list-style-type: none"> <li>▪ Analyzed existing credit card application journey &amp; <b>proposed an improved process to reduce customer efforts</b></li> <li>▪ Handled two <b>service improvement projects</b> for monthly <b>Statement Delivery of the Credit Card</b> customers</li> <li>▪ Tracked the project milestones &amp; created the updates for stakeholders &amp; the steering committee</li> <li>▪ Assisted <b>Service Quality &amp; Culture team in planning, executing, analyzing &amp; reviewing</b> the Project</li> <li>▪ Drew the Inferences &amp; recorded the <b>actionable &amp; communicated</b> to them to respective stakeholders</li> <li>▪ Took <b>end-to-end Ownership</b>, understood &amp; created <b>AS IS Business Process Models</b> of various operations</li> <li>▪ <b>Liaised with different business units/functions</b> like Pre-Ops Dept &amp; the Sales Dept to obtain results</li> <li>▪ Advocated <b>digital platforms to be pushed</b> resulting into <b>Costs reduction of 32 million per month</b></li> </ul>	

PERSONAL INFORMATION
Date of birth: 09-04-1990   Interests: Cooking, Martial arts, Photography, Glass Painting, Crafting & Photoshop
Languages: English, Hindi & Marathi