

BIPASHA GHOSH

Professional Summary

Diverse roles managed through 12 years of career span and accountable for Operations Management with exposure to varied domains. Skilled in planning and implementation capabilities to steer client and organizational growth, support teams with prospective client's - from scoping requirements to transitioning and setting up new accounts. Contributes to HR driven projects throughout all line of business. Collaborative leader, successful in building and motivating dynamic teams to 'deliver result' with 'customer obsession' mind set and 'best practise sharing'.

Proficiencies

- **SLA & KPI** – Experienced in achieving and managing set SLAs and KPIs consistently. Believe in evolving with best practice sharing and continuous improvement
- **Website Management** – Manage end-to-end catalogue activities through direct team and in collaboration with other relevant units
- **Brand Communication & Marketing** - Have led teams who uses tactics to influence existing and potential customers through advertising, emails and social media comms
- **Project Management** – Skilled in spear heading projects mostly through Agile approach to achieve short term/long term business goals related to business transition/migration, website/tool developments, efficiency and quality improvement
- **Dispute/Escalation Management** – Have headed the escalation management team for Capita (UK clients for high street brands), Amazon (Jeff B escalation mailbox) & managing the Ajio one (Mukesh Ambani complaint mailbox)
- **Account Acquisition/Transition & New Proposal Support** – Skilled in acquisition/migration of new or existing account/process/program with planning and implementation of pre-established norms. Once settled, deep dive to eliminate non-value add steps and drive efficiency to accommodate more business. Create and share review reports to keep relevant stakeholders informed. Proactive and efficient in pitching new work trials
- **3rd Party Vendor Acquisition & Management** – Effective in acquiring and managing 3rd party vendors for capacity expansion. Involved with finance team in legal formalities for new contract set up and/or change in existing ones and renewal
- **Cost Management** – Educated in and capable of adhering to cost AOP and plan budget for yearly transactions. Deviations are called out with specific reasons. Aim is always to be within the boundary of the AOP to drive profit
- **Talent Acquisition (Internal)** –Identify and create new roles and backfills, raise requisitions and pair with the HR team in the end-to-end hiring process
- **Stakeholder Management** – Expertise lies in managing timely and transparent communication with stakeholders to nurture relationships. Try to foresee risks and call it out real time to curb it together. Escalations are managed as priority with corrective and preventive actions
- **Team Management** – Competent in leading operations/deputy managers (directly) and team managers/members (indirectly) to deliver result with an ownership mind set. Identify their skill sets, direct and guide them for knowledge expansion and pave path for development and growth
- **Continuous Improvement** – Has been driving continuous improvement (in all organisations) by challenging the status-quo, generating ideas from team through brainstorming sessions, implement the same in collaboration and coordination with internal and cross functional teams. Aim to create a mechanism for all problem statements to have minimal dependency on manual intervention in the workflow process

Experience

AJIO Reliance Retail – Senior Manager/AVP (Operations & Customer Relationship Management)

AUG 2021 – Present

- Heading Catalog for AJIO website - content enrichment, inventory, imagery, studio, editing, sizing and data management (team size of 300+ inclusive of internal members and 3rd party vendors)
- Accountable for new launches, sales, promotions, brand communications, marketing calendar, fashion weeks, AI, automation, website and tool developments
- Managing product lifecycle – from warehouse to website through direct team and in collaboration with other relevant units
- Escalation management – manage the complaints and dispute queue (Mukesh Ambani complaint inbox)
- Overseeing marketing creatives and campaigns with cross functional units to focus on output in line with brand requirements
- Planning of team expansion for accommodating rising needs of business to drive growth and profitability
- Spear heading talent acquisition for new roles and backfills with HR business partner for both internal team and external vendors
- Involved in change management and HR driven projects. POC from Operations for driving all HR activities which involves
 1. Programs for employee coaching, mentorship and professional development (part of L&D)
 2. Lead and arrange programs and initiatives for prospective leaders (part of L&D)
 3. Part of release-to-closure of internal job postings across AJIO accounts
 4. Part of end-to-end recruitment process and contribute with ideas to deliver a constant better candidature experience
 5. Manage and decide compensation and benefits keeping in mind industry standards (for both IJP, new hires and appraisal salary revision)
 6. Conduct quarterly sessions for team feedback and use them to bridge gaps
- Set up metrics for future financial year, prepare roadmap and enable team to drive the same through automation or removing non-value add steps
- SPOC from operations to deal in compliance changes with legal team – perform audits on site, identify and understand amends required on the website as per most recent compliance norms, cascade the gap to wider operations team and identify owners for carrying out the job
- Encouraging and driving self-development within managers, team leaders and team members for career growth

Amazon Development Centre – Compliance Manager (Product Assurance & Quality Management)

AUG 2020 – JULY 2021

- Part of Document Review and Seller Appeals Toys team for Product Assurance, catering to 3 market places – US, UK and CA
- Headed the Dispute Team and managed end-to-end activity for Jeff B complaint inbox
- Managed a team of 53 members
- Managed head count details and requisitions for Pune and Bangalore (800+ population)
- Completed MGHD (Making Great Hiring Decisions) course in the first 3 months and became an integral part of the hiring panel
- Driving force for bulk hiring for an account expansion – campus recruitment + employee referrals + recruitment agencies + internships + experienced professionals etc.
- Managed 5 projects in one year tenure

1. Ocular Guide – visual error representation for associates to curb down repetitive errors (Quality Control initiative)
 2. Time and Motion Study to improve TPH (throughput per hour) –Productivity trends to analyze and control business decisions
 3. GEMBA Report – Project to simplify reporting structure and eliminate duplicate reports from various teams
 4. Query Management – Project to curb down query % which in turn will impact TPH positively
 5. Part of a new migration – document review expansion on non-toys
- Maximum error reversals in the team by deep diving on errors and challenging the existing status quo keeping in mind customer needs. POC for error disputes and reversal for complete Compliance Operations Pune account
 - Performance for all team members ranging between Excellent and Above Average
 - Managing end-to-end Seller Appeals process in absence of my direct manager for 6 months (on long leave)
 - Created a team who is capable of running daily activities in an auto-pilot manner in my absence – delegation as per skills being the key
 - Connections score from associates has been at the top amongst all managers
 - Team utilization has been at top 2 since team allotment
 - Highest participation from team in all org-driven activities
 - Consistently looking for opportunities to streamline and improve work/process to provide better services to customers
 - Evaluate team/process performance assisting in deriving trends and analysis
 - Evaluate team success metrics and work towards achieving them through the year
 - Appreciation and reward received from management for showcasing 5 Amazon Leadership qualities – Learn and Be Curious, Ownership, Insist on the Highest Standards, Bias for Action and Earn Trust

Capita India Pvt. Ltd. – Team Manager (Website Operations & Quality Control)

AUG 2012 – JUL 2020

- Managed a team of 15 members
 - Planned capacity and overtime, assigned work to staff as per priority order
 - Monitored, identified and resolved performance, behaviour, leaves and attendance issues
 - Evaluated monthly performance for direct reportees and provided constructive feedback
 - Recognised team members on different portals and celebrated successes real time
 - Groomed top performers for next role and as part of succession planning
 - Assisted Quality Coaches with feedback and trainings for bottom quartile performers
 - Drove cross skilling within team members on different work types to achieve optimum utilisation
 - Created daily, weekly and monthly reports (MBR/QBR) for both internal and external stakeholders
 - Managed client communications (calls and emails) seamlessly
 - Managed escalations and provided mitigation actions to avoid the same in future
 - Created and maintained Risk Register & Access Control Matrix for Risk & Compliance
 - Maintained tracker for attrition and internal movements within teams
 - Led division meetings and represented my process in higher management sessions
 - Represented my process at Capita level projects and activities
 - Been a part of the panel for new hire interviews
 - Besides BAU, have accomplished the below
- a) Certified Active Manager by UK Bearing Point
 - b) Part of multiple new transitions and change management in Capita India (travel and remotely)

1. Business units for Food, Flower, Wine website operations transitioned from Marks & Spencer UK. This was the first successful trial which paved the path for other 4 business unit transitions
 2. Marks & Spencer CFTO (Christmas Food to Order) successfully handled from UK for the first year. This gave the clients confidence to migrate it to India from the 2nd year
 3. Arcadia Website Operations piece brought to India from UK. The successful transition resulted in expansion of business - 7 resources to 40 resources in 18 months
 4. Arcadia products on external partner website (Debenhams) - this piece was transitioned remotely via webex training sessions. The success story not only wow the clients but also helped Capita bring in more business. Clients signed up web operations work for 3 more external partners House of Fraser, Amazon & John Lewis
 5. First back office work in retail web operations - transition of purchase order piece. Transition was planned for 2 work types, but me and my team managed to fetch Capita another 3 work types. Started with 2 resources via remote sessions, ended with 15
- c) Completed Yellow Belt project on Optimum Utilisation of Resources across 7 Arcadia brands
 - d) Completed Green Belt project on Life Cycle Reduction of Co-ords & Outfit for Topshop website which resulted in an assumptive revenue generation of £2500 in a day
 - e) Positive people feedback in the last 2 annual employee survey

Homeward Residential – Customer Care Executive

FEB 2012 – AUG 2012

- Managed customer calls (both inbound and outbound) for home mortgage process
- While working was FDCPA certified
- In 2 months, was promoted as floor support
- In the 5th month, was working in the role of a SME due to good CSAT score

Certifications

Yellow Belt & Green Belt (projects completed while working at Capita India Pvt. Ltd.)
Project Management Professional (PMP)

Academics

BA Graduate from Himalayan University (2015-2017) – 70%
ISC from Delhi University (2005) – 82%
ICSE from Delhi University (2003) – 73%

Personal Details

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