Senior Product Associate

JUHI ARORA

+91 9891360946 | arora.juhi138@gmail.com

www.linkedin.com/in/juhi-arora-943322145

Rohini, New Delhi

Summary

Results-oriented product analyst with over 4 years of experience. Skilled in generating actionable insights and collaborating with stakeholders to improve overall product performance. Provides a better platform to 5K+ users and effectively manages communication channels. Enhances brand reputation and cross-functional team experience through continuous analysis and process improvement.

Skills

- SQL (MySQL, SQL Server)
- PowerPoint
- Microsoft Excel
- Statistical Analysis
- Data Visualization
- Project Management

Experience

PolicyBazaar, Gurugram

Senior Product Associate   *2022 - Present*

- Implemented data-driven strategies to enhance the brand's reputation and customer satisfaction
- Collaborated with cross-functional teams and stakeholders for process improvements and enhance overall customer service
- Utilized WhatsApp communication to increase Revenue through Cross-selling and Upselling of policies
- Provided 5000+ users (employees) with a better platform to navigate customer policies and deliver excellent customer service
- Achieved a significant reduction in Escalation rates by automating priority ticket handling and improving ticket assignment logic
- Engaged with users to address and overcome challenges encountered throughout the User Journey
- Successfully decreased Customer Pendency by implementing an automated email system for customer pendency reminders
- Increased CSAT score by 8% by reducing Resolution Time by 11% and consistently identified trends to improve customer experience
- Performed thorough Root Cause Analysis of CSAT and System errors detected in the system/dashboards and provided effective solutions
- Designed a framework for communication including SMS and WhatsApp
- Analyzed data to generate meaningful reports and presented findings to Senior Leadership

Product Associate   *2020-2022*

- Monitored and analyzed brand-related conversations on Facebook, Twitter, Instagram, LinkedIn, Google Play Store, App Store, YouTube, Voxya, Mouthshut, Consumer Complaints, & Google Business.
- Assisted the team in analyzing user feedback and identifying issues in CSAT and Ticket System
- Provided detailed reporting and presentations on each team's response and resolution turnaround time (TAT) for social media escalations
- Managed to reduce first response time on social platforms to 15 minutes
- Collected customer feedback and made process changes to exceed customer satisfaction goals
- Maintained customer satisfaction and brand reputation with forward-thinking strategies focused on addressing customer needs
- **Achievement**: Awarded with "*Best Customer Service in Social Media, PAN Asia*" presented by *CMO@ Asia, Singapore*.

Escalation Specialist   *2019 – 2020*

- Liaised with customers and different teams to better understand customer needs and recommend appropriate solutions
- Reduced wait times by implementing effective customer strategies
- Achieved high satisfaction rating through proactive resolutions of customer issues

- Provided exceptional support to escalated customers through phone and email, effectively managing challenging situations and circumstances
- **Achievement**: Awarded with "*Star of the Quarter*".

Education

Professional Certificate Course in Data Analytics   **Expected Completion: 2024**
IFACET, IIT Kanpur

Bachelor of Commerce (Honours)   **2021**
School Of Open Learning, Delhi University

Additional Information

- **Languages:** English (fluent), Hindi (native)
- **Social Work**: actively involved in a shelter, providing care for 10+ dogs and supporting a friend in maintaining daily operations
- **Personal Interests:**
  - Avid reader: exploring the world through the magic of words
  - Passionate Artist: transforming thoughts into Sketches and Paintings