

**NISHA PUNJABI**

**BRANCH MANAGER – SULEKHA.COM**

# Manager with over 17 years of expertise in digital marketing, sales, operations, training, planning and executing business projects.

**PERSONAL INFORMATION:**

Date of birth : 03rd Dec 1983

Address : Sai Dham woodland CHS, sector No 9, charkop, kandivali west.

Email : [nishapunjabi77@gmail.com](mailto:nishapunjabi77@gmail.com)

Mobile : 9867284774

Nationality : Indian Marital Status: Single.

Languages : English, Hindi, Marathi, Guajarati.

***Professional Synopsis***

* An astute operational strategic planning head with 14 years of successful career in Voice & Media process management, customer service operations, corporate client servicing within domestic market.
* Brilliant exposure in heading different product verticals and media including Print, Online and Voice.
* Managing the entire spectrum of Process Management that includes Operations, Service Delivery, Customer Relationship Management, Training & Development and Team Management.
* Recognized for streamlining business operations while serving as a catalyst for growth and expansion, quickly restoring forward momentum and boosting up revenue.
* Demonstrated expertise in creating process vision & design, developing enhancement strategy & transition strategy & deploying key execution strategies across processes.
* Skilled in providing end-to-end Customer Service Delivery Solutions along with strong capabilities implementing the Service Delivery Process covering Capacity Management, Service Level Management, Resolution Process and Control Process.
* Originator of change & have crafted brilliant business relations with domestic.
* Excellent communicator with exceptional talent for problem solving and ability to handle multiple functions and activities in high pressure environments with tight deadlines.

**SKILLS:**

* Training, Recruiting and Orientation
* Expert knowledge about digital marketing and it’s functioning
* Business Process Development
* Designing company policies
* Strategic Planning (training, Recruitment as well as Sales)
* Performance Management
* Quality Improvement
* Customer Satisfaction Enhancement
* Service Delivery.

**EXPERIENCE:**

* **BRANCH MANAGER (SALES – MUMBAI REGION) – SULEKHA.COM**

## December 2015 – Till Date

* Suggest, assist in identify, setting up sales strategy.
* Recruit and train the executives on products and new updates as well as on the sales pitch.
* Set up sales plan in order to archive sales target required by the company.
* Detailing sales action plan to ensure that the target will be achieved on a monthly, quarterly and annual basis.
* Support, train, motivate down lines to achieve individual and team target.
* Supervise Manage daily work of leaders and telemarketing Executives.
* Build up good relationship with service provider in the responsible field.
* Negotiate or assist in negotiation with key services providers in order to improve the pricing (cost structure).
* Work closely with other job functions in the company to improve overall services level.
* Immediate reporting of important issues to direct senior level, propose solutions where possible.
* Handling of key accounts, prospects.
* **BRANCH MANAGER – JUST DIAL LTD**

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## July 2oo3 – Feb 2015.

* Heading entire operations with primary focus on revenue and growth of the company. (Retention Team)
* Drafting long-term strategic business plans in tune with market trend, competitive scenario, macro business opportunities and channel readiness.
* Created a 100% training methodology in administering performance assessments for new hire trainees.
* Successfully contributed to on-time launch efficiency for new projects and deployments by developing and delivering accurate scripts and training materials in adherence to the current underwriter or the regulatory body.
* Overseeing sales activities; forecasting sales targets thereby enhancing market share of products & services.
* Provided clear leadership and direction to the customer service team handling issue related enquiries and complaints.
* Actively identified areas where process and systems can be improved and thereby liaised with the client to tweak and enhance the systems and procedures.
* Hand selected by top management for ‘Excellence at work’ for outstanding Performance in the efforts & sale.
* Planning & scheduling assignments to achieve the pre-set goals within time, quality & cost parameters.
* Overseeing sales activities; forecasting sales targets thereby enhancing market share of products & services.
* Planning & scheduling assignments to achieve the pre-set goals within time, quality & cost parameters.
* Managing shop-floor interaction with customers thereby ensuring speedy resolution of queries & grievances to maximize client satisfaction levels.
* Framing work direction & plan for associates after assessment of their capabilities.
* Preparing & presenting various weekly/monthly MIS reports pertaining to process/productivity.
* Setting up targets, maintaining CTQ (Critical to Quality) / CTP (Critical to Process) targets and involved in planning for the process.
* Leading, training & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
* Recruiting, managing, developing/training, coaching, motivating, retaining and evaluating qualified staff selling and handling products & services.
* Imparted trainings on leadership, feedback & coaching, advance customer service skills, personality-development, successful appraisal, etiquettes.
* Improved company’s performance indicator within a span of six months by regularly monitoring the coaching, calibration and training sessions.

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**EDUCATION:**

* FYJC – MMK BANDRA.

 **INTEREST:**

* Cooking
* Dancing
* Interactive with people.
* Travelling.

NISHA PUNJABI.

(9867428774).