Rekha N Gaikwad

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Middle Management Profile:Training & Development / Operations/ Human Resource Management/ Communication/NPS

### Customer Communication | Training & Development| Branding & Campaign| NPS- Net Promoter Score |Service Delivery Management |Quality Assurance |Human Resource Management | Banking Operations |Client Interaction |Business Development | Performance Analysis |Team Leadership|

**Snapshot:** Operations professional with over 15 years of experience in managing customer service, Training & Development, coaching ,TNI, End to End D2C communication & NPS. Across diverse roles in the organizational hierarchy, was functioning as Assistant Manager (Brand D2C Communication). Managing regulatory and marketing communication. Excellent knowledge in various aspects of Human Resource Management by virtue of Master’s degree in Human Resource Management including hands-on experience in employee on-boarding, induction.

### LEADERSHIP STRENGTHS & HIGHLIGHTS

Proficient in Customer communication end to end transnational journey , Marketing communication , Regulatory communication (planning and execution)

**Customer**

**Communication &**

**Engagement**

**Campaign**

**Management**

Communication to customers and stakeholders, via digital mode

Experience in handling NPS projects on various stages to understand the customer / stakeholder satisfaction for services provided

**NPS- Net Promoter Score**

**Training &**

**Development**

Significant exposure in conducting Industry Related Training & Development Workshops.

Developing training content and user manuals, coaching, TNI, TNA & mentoring as process trainer

Skilled in implementing operational strategies aimed at enhancing customer satisfaction by

**Operations**

**Leadership**

rendering qualitative service delivery

Expertise in managing HR activities related to performance management, competency mapping,

**Human Resource**

**Management**

career coaching, employee on-boarding and inductions, retention policies and exit formalities

Highly organized and client-focused, having outstanding skills in interacting with clients, understanding their requirements and accordingly devising customized solutions, thereby maintaining complete client satisfaction and creating repeat business opportunities;

**Client**

**Engagement**

Known for effectively coordinating and collaborating with ‘C’ level executives, senior management, customers, business partners, stakeholders and project teams

**Liaison &**

**Coordination**

Proven ability to lead and motivate large cross-functional and multi-cultural teams to maximize

**Team Building &**

**Leadership**

productivity, ensuring technical solutions meet business requirements

T**echnical & Content writing**

Certified Technical writer and experience in content writing -Developing Training and campaign content

### PROFESSIONAL EXPERIENCE

#### **Bajaj Allianz General Insurance**

* Assistant Manager April 2022
* Customer Communication Lead Aug 2018
* Trainer Aug 2017

## Mphasis an EDS

#### Assistant Unit Manager 2006-2017

**Career Graph:**

* Assistant Manager
*  Lead Communication
*  Campaign Management
*  Content writing
*  Trainer
*  Assistant Unit Manager (Trainer)
*  Senior Customer Services Executive
*  Customer Services Executive
*  Trainee Customer Services Executive

## Accomplishment:

 Rated high and promoted 9 times for enhancing client satisfaction across insurance & banking processes by rendering

qualitative service delivery during tenure with the organization

## Responsibilities:

**Training & Development**

 Develop / implement training programs, set performance metrics, evaluate productivity and assist employees in building

long-term career plans within the organization

 Prepare training programs based on business requirements of the organization for organizing training like classroom

training, demonstrations, on-the-job training, meetings, conferences, and workshops

 Render logistical support related to course development, delivery, evaluation, process measurements and cost

optimization

## Customer Relationship Management

 Interact with customers for collating and understanding requirements for providing customized solutions as well as

effectively resolving reported issues

 Focus on enhancing client satisfaction by understanding and effectively resolving issues within defined SLA parameters

 Enhance business / revenue by generating awareness on organizational products and services amongst the customer base

## Operational Activities

 Assist the operations manager in implementing operational strategies, organizational policies and procedures for

maintaining seamless operations

 Acquaint team members and other cross functional teams on latest operational updates for implementing the same in day to day operations

Optimizing resource utilization and implementing various process improvement initiatives aimed at enhancing operational efficiency

## Administrative Activities

 Manage day to day administrative aspects of the team for maintaining seamless operations. Collaborate with various

support teams in implementing various process improvement projects

 Render presentations on process improvement to the senior management for effectively implementing operational

changes

## Team Leadership

 Groom & mentor new team members in enhancing client satisfaction and business generation by rendering qualitative

service delivery

Conduct training sessions for new advisors in terms of product / process knowledge

 Assist team members in resolving critical operational issues with potential business impact and in evaluating client

feedback on various operational factors

## Communication

* Manage customer communication basis the regulatory from TRAI / IRDAI
* Content writing
* Technical writing
* Campaign Management
* Branding
* Internal & External communication
* Vendor management

**Net Promoter Score**

* Experience in measuring customer/ Employee /Transnational satisfaction via NPS Tool

### **ACADEMICS**

* Certified L&D

##  Digital Marketing

*  Diploma in Technical Writing, Technowrites(2018)
*  MPM (HR), University of Pune (2007)
*  B Com, University of Pune (2005)

**Date of Birth:** 28 th August 1984 **~ Languages Known:** English, Hindi and Marathi

#### ~ References Available Upon Request ~