

Arun Ashokan

Customer Success – Senior Technical Consultant

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US B1 Business Visa, valid until 2027

Results-driven Customer Success leader with 18+ years of experience, including 15 years in customer success and presales for AI/ML SaaS companies. Proven expertise in reducing churn, optimizing renewals, and driving data-backed decisions. Skilled in client relationship management, account management, and establishing effective KPIs. Successfully led teams that consistently exceeded retention targets while translating complex technical solutions into measurable business outcomes.

Areas of Expertise

- Team leadership and management
- Solution Design & Implementation
- Workflow Automation
- Technical Needs Assessment
- Client Relationship Management
- Churn reduction and revenue growth
- Success metrics and KPI development
- Process Optimization & Efficiency
- Cross-Functional Team Leadership
- Software Development Life Cycle
- Executive stakeholder management
- GDPR & Compliance
- Client Training & Adoption
- End-to-End Solution Design
- Project Management & Documentation

Professional Experience

Ushur Technologies Private Limited (Ushur INC), Bengaluru

2019 – Present

Senior Technical Consultant

Lead customer success teams while serving as an individual contributor to design complex workflows and automation solutions that drive operational efficiency. Oversee cross-functional technical projects, ensuring on-time, on-budget delivery and successful adoption. Conduct technical needs assessments to address critical client challenges with tailored solutions. Develop custom software and optimize third-party applications to enhance client productivity and user satisfaction. Direct and deliver comprehensive training programs to accelerate system adoption and operational proficiency.

- Led enterprise-wide SaaS implementation projects for clients, serving as the primary point of contact, project manager, and achieved 95% on-time delivery (from discovery to deployment) with industry benchmarks.
- Developed and maintained deep expertise in Ushur's SaaS products, translating customer business needs into successful platform adoption.
- Established data-driven health scoring methodology to proactively identify at-risk accounts, resulting in a 25% reduction in churn and increased retention by 60%.
- Conducted quarterly business reviews (QBRs) with key stakeholders, aligning customer goals with product roadmaps and driving increased adoption.
- Streamlined cross-departmental handoffs between sales, implementation, and support teams, reducing customer escalations by 40%.
- Accelerated product adoption by designing and implementing customer success strategies, efficient onboarding, training, increasing usage, and faster time-to-value (TTV) by 30% from several to a few months.
- Orchestrated successful technical demonstrations and POCs that increased sales conversion rates by 45% and shortened the sales cycle by a month.
- Leveraged data insights to monitor product adoption trends, addressing engagement gaps to maximize client ROI and boost retention rates.
- Spearheaded enterprise automation initiatives including intelligent document processing for 3,000 monthly emails, smart mail categorization with 95% accuracy, saving 3+ FTEs in labor costs, and end-to-end claims processing with e-signing, collectively reducing processing times by up to 65%, improving customer satisfaction scores, and driving measurable sales growth.

HFN IT Services Private Limited (for Nanoheal product, by HFN INC), Bengaluru

2010 – 2019

Manager Delivery and Configurations

Optimized support metrics and enhanced user experience by automating processes and reducing manual efforts, transforming routine tasks into predictive and proactive solutions. Increased solution efficiency by analyzing Top Call Drivers (TCD) and delivering targeted improvements within existing architecture. Led the Configurations team to deliver client-specific automation solutions while enhancing future automation capabilities. Spearheaded Nanoheal integration with client software (CRM, ticketing tools) and third-

party applications (Remote, Chat, Survey), boosting system interoperability. Optimized project management by overseeing project plans, SOWs, BRDs, FRDs, and maintaining technical documentation.

- Deployed Nanoheal software across EMEA, US, and UK regions for Dell, improving operational efficiency and support performance.
- Implemented Nanoheal software (DEX – Digital Employee Experience) for clients like Convergys and Sitel, enhancing support processes and automation.
- Led successful deployment of Nanoheal software for Office Depot, optimizing systems and support functions.
- Awarded "Noble Contributor" for exceptional account management and successful software implementations.
- Simplified support operations by implementing an automated solution with Nanoheal, reducing average call handling time by 40%, improving first call resolution, and driving a substantial increase in customer satisfaction.

Additional Experience

[Senior Technical Support Executive](#), Sutherland Global Services

- Awarded Customer Experience (CE) Champion for the quarter in recognition of exceptional customer service.
- Recognized as Resolution Star of the Month for consistently resolving customer issues efficiently and effectively.

[E-Relationship Associate](#), Redisolve Software Private Limited

- Improved customer satisfaction scores by analyzing pain points and implementing targeted solutions, resulting in revenue growth.
- Recognized for resolving complex product and service issues, enhancing customer loyalty and retention rates.

[Technical Support Executive](#), Sutherland Global Services

- Resolved a high volume of technical issues for HP laptop customers in the US region, improving customer satisfaction and reducing average resolution time.
- Recognized for expertise in troubleshooting complex operating systems, network connectivity, and software issues, resulting in increased first-call resolution rates.

Tools

- CRM Software (Salesforce, HubSpot)
- Data Analysis Tools (Excel, Power BI)
- Customer Feedback Tools (SurveyMonkey, Ushur)
- Project Management Software (Asana, Trello)
- Email Marketing Platforms (SendGrid)
- Knowledge Base Software (Confluence, Zendesk)
- SaaS Product Knowledge
- Collaboration Tools (Slack, Microsoft Teams)
- Other Tools (Postman, Swagger, MS O365)
- Python, SQL (basic proficiency)

Certifications

- Ushur Certified Pro
- AWS Cloud Practitioner (In Progress)
- Google Project Management (In Progress)

Education

[Bachelor of Engineering in Electrical and Electronics](#)

Thangavelu Engineering College