# Naveen T

Salesforce Certified Consultant

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Certified Salesforce Consultant with over 5 years of experience designing, implementing, and improving Salesforce solutions in Sales, Service, CPQ, and Field Service Clouds. Hands-on in using tools like Apex, Lightning Web Components (LWC), and REST/SOAP APIs. Known for driving operational efficiency, enhancing customer satisfaction (consistently achieving 5/5 CSAT), and delivering customized solutions for clients across APAC and EMEA regions. Proficient in agile project management, process automation, and data analysis to streamline workflows and achieve measurable results.

- **Client Engagement and Communication**: Served as the main point of contact between clients and Salesforce teams, working closely with stakeholders to understand their business needs and translate them into effective Salesforce solutions. Successfully managed cross-functional teams, promoting collaboration, continuous learning, and growth.
- **Solution Architecture and Implementation**: Led Salesforce implementations from start to finish, creating scalable designs with Apex, LWC, and REST/SOAP APIs. Ensured smooth system configuration, customization, and integration with external platforms to enhance user experiences and optimize business operations.
- **Agile and UAT**: Delivered projects in Agile and Test-Driven Development environments. Successfully managed data integration, set priorities, and supported User Acceptance Testing (UAT). Created product roadmaps aligned with business goals to ensure team efficiency and project success.
- **Data Modeling and Process Optimization**: Designed complex data models and analyzed workflows to identify inefficiencies. Implemented improvements across SaaS platforms, boosting operational performance and ensuring technical solutions aligned with business strategies.
- **Data Analysis and Metrics**: Skilled at analyzing data to guide product decisions, track performance, and measure success against key performance indicators (KPIs).
- **Market Research and Competitive Analysis**: Conducted research to identify new opportunities and stay updated on Salesforce developments and industry trends. Leveraged new Salesforce features to enhance business solutions.
- **User-Centric Development**: Mapped user journeys, defined features, wrote user stories, and created prototypes to deliver user-friendly solutions. Streamlined product launches with detailed release checklists and clear communication.
- **Service Excellence and Client Success**: Consistently delivered high-quality solutions that improved efficiency and earned a consistent 5/5 CSAT rating, highlighting a commitment to excellent service and client satisfaction.

## PROFESSIONAL EXPERIENCE

Company: *Salesforce.com, Product Success Analyst, India*          *Nov 2023 - Mar 2024*

- Defined and implemented Salesforce solutions for Service Cloud, Field Service, and Experience Cloud across APAC and EMEA regions, aligning Salesforce capabilities with business objectives.
- Developed Salesforce roadmaps and created scalable configurations, including workflows, validation rules, and custom objects, ensuring alignment with business requirements.
- Created and maintained comprehensive solution documentation, including process flows and data models, ensuring compliance with SDLC and Agile methodologies.

Company: NeuraFlash, *Salesforce Consultant*          *Sep 2021 - Sep 2023*

Description: Led a Salesforce App implementation to drive business transformation across Case, Service, and Work Operations. Utilized Salesforce Service Cloud, Field Service Lightning (FSL), CPQ, and Experience Cloud to enhance agent productivity and effectively address key business challenges.

- Implemented Service Cloud with Omni-Channel for case management, SLA management using Entitlements, and Salesforce Knowledge, enhancing support efficiency and user experience in public communities.

- Designed and implemented Salesforce CPQ solutions, including Product Bundles, Price Rules, and Approval Processes, resulting in a 30% improvement in operational efficiency.
- Automated case workflows using Process Builder, Flows, and Approval Processes, streamlining operations and achieving a 30% increase in efficiency.
- Configured Omni-Channel Routing and integrated Salesforce Knowledge to enhance case resolution workflows and improve agent productivity.
- Customized Salesforce solutions for case management, SLA tracking, and pipeline visibility, optimizing workflows and ensuring data accuracy.
- Integrate Salesforce with third-party applications, including the client's ERP system and a marketing platform (using Marketing Cloud for campaigns).
- Managed and supported Salesforce instances, including the customization of objects, fields, record types, page layouts, validations, workflows, and approval rules to meet organizational needs.
- Designed email templates and automated campaigns to target customers based on purchase history and preferences.
- Developed custom solutions by building Apex triggers, batch classes, and Lightning Web Components (LWC) to automate processes and deliver seamless user experiences.

Company: *Persistent Systems*, *Snr. Software Engineer, India*                    *Dec 2020 - Aug 2021*
Project: Commercial Vehicle Loan Lifecycle Optimization

- Optimized the commercial vehicle loan lifecycle, increasing efficiency by 20% through the implementation of Salesforce Sales Cloud and advanced reporting features.
- Implemented key Sales Cloud functionalities, including lead and deal registration, opportunity management, and pipeline visibility for partner enablement. Ensured data accuracy and accessibility using SOQL and comprehensive reporting strategies.
- Integrated ServiceNow with Salesforce system for real-time inventory and order tracking using REST APIs.
- Developed and deployed Salesforce Flows and Apex triggers to automate critical processes, reducing manual efforts by 50% and improving operational efficiency.

Company: *AppQube IT Solutions, India*                    *Feb 2019- Nov 2020*
Role: *Product Analyst*

- Designed and implemented Auto-Triggered and Screen Flows, automating critical processes such as timesheet submissions, certification tracking, out-of-office requests, and case management, reducing process time by 50%.
- Proficient in user and license management, including setup, roles, profiles, and permissions. Demonstrated expertise in OWD, sharing rules, and Salesforce security features to ensure robust access control.
- Supported the creation and migration of new development features, facilitating seamless transitions through sandbox testing and effective deployment strategies.
- Used Data Loader and ETL tools for bulk data import/export while maintaining data integrity.

## SKILLS

- **Salesforce Clouds**: Sales Cloud, Service Cloud, Marketing, Experience Cloud, Field Service Lightning (FSL).
- **Automation**: Lightning Flows, Process Builder, Apex triggers, governor limits, AgentForce.
- **User Management**: Profiles, roles, permission sets, sharing rules, public groups, reports & dashboards
- **Data Management**: Data Loader, Data import/export, cleansing, validation rules, and regular audits.
- **Integration**: REST/SOAP APIs, third-party integrations, AI and ETL tools.
- **Documentation**: Project Objectives, Scope, Requirements, and Deliverables.
- **Development Tools**: Apex, LWC, JavaScript, Batch and SOQL.

**EDUCATION** : PGD -MBA, London school of commerce, Malta

## Certifications

Salesforce Certified Administrator, Advanced Administrator, App Builder Certified ,Service Cloud Consultant, Field service Consultant, Salesforce Business Analyst