SUHALI VYAS

CUSTOMER EXPERIENCE STRATEGY

DETAILS

PHONE
+919933877731

EMAIL
suhalivyas@gmail.com

LINKS

[LinkedIn](#)

INTERESTS

Design Thinking
Human Evolution
K-12 Education
Travelling & Photography

SUMMARY

I am a CX leader with 7 years of experience in building products & improving end user experience with fastest growing Indian Tech Startups. **Founded & led the Customer Experience** Team at PhonePe. **Made PhonePe the market leader** in UPI Payments in India, by **systematically increasing customer loyalty.**

WORK EXPERIENCE

Customer Experience Strategy, Phonepe   Bengaluru, India
Aug 2019 — Jan 2022

- Formed a powerful 12 member CX Team and built processes to capture **customer insights & improve product experiences**
- **Improved reliability of PhonePe Payments by 50%** in 2 years by investigating issues, problem solving & driving prioritization across functions
- Led the **Net Promoter Score** Program; drove it **up 20 points** in 2 years
- Introduced tools & resources for all teams to **conduct user research, iterate & test** which made PhonePe a customer first organization

Product Manager, PhonePe   Bengaluru, India
Feb 2017 — Aug 2019

- **Built the entire Customer Support product ecosystem**
- **Achieved 85% query resolution without human intervention** by introducing a context rich, automated & intuitive support experience in 9 languages
- Support products scaled to **serve 800% demand** with just a **10% increase** in support staff with constant end user satisfaction
- Hired & mentored operations teams; enabled them with data & intelligence

Assistant Product Manager, Runnr   Bengaluru, India
Jan 2016 — Dec 2016

- Awarded the ownership of entire Merchant product line within 3 months
- Increased yearly retention by 30% by improving experience for Merchants; initiatives also reduced avg. order time by 7 mins

Assistant Operations Manager, Housing.com   Mumbai, India
Jun 2015 — Nov 2015

- Monetized real estate agents

EDUCATION

Bachelor of Technology, Indiana Institute of Technology, Kharagpur

2011 — 2015

Industrial and Systems Engineering