

Jyothsna Purushothama

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Post graduate in MBA with more than 11 years of work experience in Telecom/ISP industry.

Summary:

Usage and Revenue Enhancement	Contact center operations management	Team & people management
Product Management	Inbound, Outbound, Voice and Non-voice Contact center Management	Complaint Management
Pricing Strategy	IVRS performance	Vendor Management
Customer Acquisition	Call center projection and infrastructure planning	Customer Relationship Management

Professional Experience

Organization	Duration	Designation	Department
MTS INDIA (Sistema Shyam Teleservices) Bangalore	Aug 2009 - Nov 2014	Senior Specialist	Marketing - Acquisition, Usage & Revenue
			Contact Center Management
AOL LLC (later acquired by Aegis BPO Services in April 2008) Bangalore	Nov 2002 - Aug 2008	Team Manager	Inbound Retention, Billing & Collection Moderation, Safety & Email support

CRITICAL FUNCTIONAL SKILLS & EXPERTISE:

Role in Data Marketing:

- Responsible for post-paid sales & revenue achievement across Karnataka
- Post-paid acquisition & device management
- Post-paid usage & revenue enhancement
- Post-paid customer retention
- Prepaid premium customer life cycle management
- Customer communication management through all modes

Responsibilities:

- Overall Responsible for Post-paid Data business for Karnataka – handling customer acquisition products, customer retention and loyalty programs and revenue generation from customers through up-selling.
Achievements: 250% growth in post-paid acquisitions over a period of 15 months; Ensured consistent growth in revenues and collections.
- Responsible for Revenues and Retention of premium prepaid data subscribers – through segmentation of customer base based on usage and recharge history, orchestrate customer contact programs through multiple channels – SMS, e-mail, out-bound calling and at various customer touch points.
Achievements: Ensured 40% recharge on or before due date which is the highest across the country with churn less than 2% p.m.
- Manage trade schemes for post-paid channel by analyzing performance of each channel and drafting incentive and promotional schemes that ensures higher productivity

- Manage budgets and vendors to ensure high productivity of outbound callers and high conversions on various outreach programs

Role in Contact Centre Management:

Inbound, Outbound & Complaint Management

- SLA and SLI management
- Repeat calls & Repeat complaints
- Forecast variance control
- Complaints SLA management
- Complaint reduction
- Outbound revenues
- Productivity management
- Quality of calls and complaint closure management
- C. Sat. - ICE, CAR & TRI*M scores improvement
- AHT optimization
- IVR monitoring
- TRAI and DOT regulation compliances
- Resource utilization, efficiency.
- Relationship Management with the vendors and all the stake holders
- Collect customers' feedback and formulate plans to improve business
- Conducting the monthly Rewards and Recognition program for the team
- Reduction of operational expenditure
- Monitor and influence the training material and job knowledge portal
- IVRS management
- Monitor understand and reduce customer complaints
- Interaction with all departments based on customer complaint analysis

SPECIAL PROJECTS IN CURRENT ORGANIZATION:

- Six Sigma Project - Data Activity Loss Ratio reduction for post-paid (Mar – Jun 2014); reduced ALR by 4%
- May-2010 to Aug-2010 - Andhra Pradesh call centre setup
- Sep-2011 to Dec-2011 – Transition of call centre from Genisys software to HGS
- Repeat complaints reduction from customers – reduced repeat complaints from 5% to 3%.
- Jan 2010 - 60 minutes resolution - 98% SLA in complaint management achieved
- Setting a new vertical for contact centre for AP and single Touch point for AP customer
- Sep-2009 to Oct-2009 - Karnataka call-centre setup
- Aug-2009 to Oct -2009 - UAT for the launch of Karnataka circle for switch and VAS

EDUCATION:

Course	Specialization	Institute	Year of Completion
MBA	Advertising	National Institute of Management	2009
B.Sc.	P.M.E	M.E.S. College of Arts, Commerce, and Science, Bangalore-3	2002
PUC	P.C.M.B	Seshadripuram Composite College, Bangalore-20	1998
Class X	-	The Forbes Academy (CBSE), Gokak Falls - 591308	1996