

# Ruchi Choudhary

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## EDUCATION

Master of Business Administration IIM Lucknow	2019 - 2021 Lucknow
Master of Technology Delhi College of Engineering (DCE)	2013 - 2015 Delhi
Bachelor of Technology Kurukshetra University	2008 - 2012 Kurukshetra

## PROFESSIONAL EXPERIENCE

Manager Amazon.com	06/2021 - 03/2023 Hyderabad
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- Responsible for single-handedly managing a **multi-channel command center/BPO** across Europe providing multi-lingual support within the Consumer division. Ensured the meeting of **24/7 SLAs**, achieved **reduced operational costs** through both long-term and short-term contact planning, and optimized manpower utilization during real-time mitigation efforts
- Conducted automation of migrating process and manual levers to cut-down manual time and errors, business process migration through lift and shift method.
- Managed a team of **~300 FTEs** including operational managers and call center associates fostering a collaborative and high-performing work culture. Responsible for optimizing resource allocation and fostering employee motivation by sharing customer success stories during **weekly business review (WBR)**, conducting regular feedback sessions, performance review resulting in improved employee engagement and a **retention rate of 100%**
- Spearheaded the launch of the GRASP (Global Response Action and Service Protection) system to safeguard service levels during unexpected situations or crises. Improved **response time by 2X** during emergency situations, ensuring uninterrupted customer service. Resulted in **~8% increase** in customer satisfaction scores.
- Implemented **Automation** on existing BPO processes leading to reduced cost with **13% reduction in error**. Prepared and presented strategy documents to senior leadership, resulting in endorsement and successful implementation leading to **10% increase in efficiency**.
- Put together **annual, quarterly and monthly strategy plans** forecasting demand and supply. To account for **sales period surge**, planned additional agent requirements, outsourcing and mitigation methods to ensure SLA.
- Consulted with cross-functional leaders across organization and presented a catalog of services to benchmark GCC and identify other revenue sources

Business Technology Analyst Deloitte	05/2017 - 06/2019 Gurgaon
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- Revitalized \$7 million in revenue** by adeptly resolving escalated issues for a diverse client base of over 9,000 customers.
- Proactively identified and resolved a lingering billing discrepancy spanning 155+ days, delivering substantial advantages to more than **800 customers**.
- Orchestrated seamless collaboration among **6 cross-functional teams**, including client counterparts across 6 global locations, for the successful execution of 2 concurrent projects.
- Distinctively acknowledged within the **top 5% by the Managing Director** for consistently demonstrating excellence in performance and contribution.
- Instrumental in orchestrating client visits and fostering team cohesion through impactful **team building activities**, impacting over **200 associates** in the organization.
- Meticulously analyzed and rectified an impressive tally of 25,200 cases, diligently resolving **100 cases daily** with an astounding accuracy rate of 99.98%

Systems Engineer Infosys	12/2015 - 03/2017 Mysore
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- Tailored sales, delivery, billing types, billing document types, and managed the end-to-end **Order-to-Cash cycle**.
- Optimized pricing procedures** within the SAP SD module through identification of errors and process improvement



## TECHNICAL SKILLS

Automation · CRM · Power BI ·  
Confluence · MS Powerpoint · SharePoint ·  
MS Visio · MS Project · MS Excel · JIRA ·  
SAP SD · SAP ABAP ·  
Program Management

## LANGUAGES

English	Native	●●●●●
Hindi	Native	●●●●●

## ACHIEVEMENTS

Day Zero Placement, Spot Award at Deloitte, Doubled artisan revenue for ~2.3 million self-help groups

## SOFT SKILLS

Strong Communication Skills, Stakeholder Management, Change Management, Business Development, Team Management

## PROFESSIONAL EXPERIENCE

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### M&A Strategy

2020

#### HCL Tech

Internship

- Managed **portfolio expansion** by analyzing and shortlisting **over 25** cutting-edge Next Generation Solutions within the Life Science & Healthcare sector.
- Conducted **comprehensive market research** efforts, meticulously evaluating and distilling a selection of more than **300 innovative startups** for potential strategic exploration.

### Live Project Lead

2020

#### MEPMA

Internship

- Devised innovative strategies resulting in **revenue doubling** for 26 artisan products manufactured by **>2.3 lakh Self-Help Groups (SHGs)**, achieved by identifying sales channels, pricing and expanding market presence.

### Sales & Marketing

2020

#### Morris Garages

Internship

- Devised **go-to-market strategies**, presented insights for high-end automobiles. As **Team Lead for the Delhi-NCR** region, effectively coordinated diverse efforts to achieve successful market penetration.
- Carried out **~100 primary market survey** and put together customer acquisition and retention strategy

### ExtraCurricular

Location

- Rescued and rehabilitated 75 birds across India, worked closely with Maneka Gandhi in animal welfare
- Orchestrated a highly successful blood donation drive, amassing an impressive 546 units of blood for PGIMER, Chandigarh
- Instrumental in raising essential funds to facilitate the enrollment and sustained education of 60 underprivileged children from slum areas, making a meaningful impact on their access to quality schooling
- Won the 3rd place out of over 70 participants in the 'Brand It Right' competition hosted by Prism at IIM Lucknow
- Acted as Placement Co-ordinator in Delhi College of Engineering and was single point of Contact for 20 Companies for placements; managed logistics for visiting companies
- Secured the 1st position for the Street Play titled 'Soch ke Socho,' excelling in acting, banner design, and scriptwriting.
- Recognized and honored by both the Central Ground Water Board and WWF India for outstanding achievement in painting