

## **CURRICULUM VITAE**

**Y. DHANA SWAPNA CHOWDARY**

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### **OBJECTIVE:**

To be a part of a reputed organization and apply the skills that I have acquired during my Education and experience in a productive and resourceful manner and to achieve Organizational and personal growth.

### **Summary of Skills:**

- 14 years and 6 months of experience in CUSTOMER RELATIONS
- Excellent oral and written communication skills
- Have concept, product selling techniques & and sales closing skills.
- Patience, customer friendliness, and the ability to communicate with customers should be presentable.
- Handling walk-in & and telephonic inquiries
- Multi-tasking skills and ability to work under pressure.
- Knowledge of Microsoft Word, Microsoft Excel, PowerPoint, window8.2,
- A result-oriented individual with the ability to counsel people individually and in a group.

## **1. Professional Experience**

Working as a Deputy CRM Manager in SOBHA Limited (SOBHA WATERFRONT PROJECT) in SOMAJIGUDA HYDERABAD (From 13-03-2023 to till now)

### **Roles and Responsibilities:**

1. Monitoring of daily Sale applications for a specific project & and ensuring records are maintained as per process.
2. Ensuring the team validates applications received (details as per KYC/ Total Cost of unit) with 100% accuracy & and data is inputted in a master sheet of the respective project
3. Monitoring collections numbers as per given targets & and ensuring that 100% of the targets are achieved every month.
4. Responding to e-mails & and handling client queries (1st Level Escalations).
5. Coordinating with the home loans head for loans sanctioned & and ensuring disbursement documents are given as per due & and work progress.
6. Coordinating with the sales team for clarifications & and updates.
7. Ensuring team generated demand letter as per work progress & and ensuring due amount is disbursed/collected on priority.
8. Coordinating with the Sales Accounts team, and Legal team for clarifications & and updates.

10. Drive numbers daily so that monthly targets are achieved.
11. Maintain health ratio of collection number with total outstanding amount is achieved at regular intervals.
12. Periodic review of overdue amounts of more than 30+ & and 60+ days & and ensure it is collected on an immediate basis.
13. Monthly MIS meeting with MD/ Executive Vice president.

- **USING INFO RENAISSANCE ERP SOFTWARE FOR CRM.**

**Reports to:** RESIGNAL HEAD

**Coordinates with:** Accounts Team, Legal Team, Sales Team, CRM team, Bankers

## **2. Professional Experience**

Working as a **CRM Manager in SRR ESTATES LLP (SRIRAM RIVER VIEW PROJECT)** in NARSINGI HYDERABAD (From 07-03-2022 to 05-03-2023)

### **Roles and Responsibilities:**

- Handling post-sales activities.
- Handling end-to-end CRM activities.
- Lead a team of CRM executives.
- Executing agreement/convenience deed/sale deed/undertaking/MOU/Bank agreements/finance agreement etc.,
- Responsible for Generating demand letters and updating payment status.
- Responsible for Verification of relevant documents provided by the customers at the time of booking and agreement.
- Handling customer's post bookings, Issuing Allotment Letters, and welcome letters.
- Maintaining all Legal / liaising related documents/Approval.
- Responsible for timely Collection target & Payment follow-up & collection review.
- Looking after loan process and sanction still disbursements. (HDFC, AXIS, BAJAJ, SBI, ICICI)
- professionally handling difficult and aggressive customers.
- Dealing with all escalated complaints and inquiries efficiently and effectively.
- Handling cancellation process.
- Handling Customer base with minimum cancellation by ensuring Brand Reputation
- Act as a bridge between management, Sales, and CRM teams.
- Coordinate with the legal team for execution of agreement, sale deed and

registration process.

- Maintaining and Updating MIS with all the customer's database
- Maintaining all customer files and documents
- Taking care of Modifications of the flats and ensuring the execution accordingly
- Play a key role in customer retention.
- Resolving customer concerns, and complaints using exceptional problem-solving and negotiating skills and ensuring customer satisfaction
- Monthly site updates to customers
- Handling high-pressure situations and closing the issues
- Coordination with Sales Team and Accounts Team for New bookings and Collection updates
- **USING INFO 4 SUITE ERP SOFTWARE FOR CRM**

**Reports to:** Board of Directors, MD

**Coordinates with:** Accounts Team, Sales Team, CRM team, Bankers

### **3. Professional Experience**

Worked as a **CRM Manager in UNDAVALLI CONSTRUCTIONS PVT LTD (SRIVALLI PRAVAS PROJECT)** in Vijayawada (**From 11-03-2017 to 28-02-2022**)

#### **Roles and Responsibilities:**

- Handling post-sales activities.
- Handling end-to-end CRM activities.
- Lead a team of CRM executives.
- Executing agreement/convenience deed/sale deed/undertaking/MOU/Bank agreements/finance agreement etc.,
- Responsible for Generating demand letters and updating payment status.
- Responsible for Verification of relevant documents provided by the customers at the time of booking and agreement.
- Handling customer's post bookings, Issuing Allotment Letters, and welcome letters.
- Responsible for Registration & Handing over process.
- Responsible for Issuing Possession and Car parking letters to prospective customers.
- Maintaining all Legal / liaising related documents/Approval.
- Responsible for timely Collection target & Payment follow-up & collection review.
- Responsible for NOC Process.
- Looking after loan process and sanctions till disbursements. (SBI, ICICI, DHFL.)
- Handling difficult and aggressive customers in a professional manner.

- Dealing with all escalated complaints and inquiries efficiently and effectively.
- Handling cancellation process.
- Handling Customer base with minimum cancellation by ensuring Brand Reputation
- Act as a bridge between management, Sales, and CRM teams.
- Coordinate with the legal team for execution of the agreement, sale deed, and registration process.
- Maintaining and Updating MIS with all the customer's database
- Maintaining all customer files and documents
- Taking care of Modifications of the flats and ensuring the execution accordingly
- Play a key role in customer retention.
- Resolving customer concerns, complaints using exceptional problem solving and negotiating skills and ensuring customer satisfaction
- Monthly site updates to customers
- Handling high pressure situations and closing the issues
- Coordination with Sales Team and Accounts Team for New bookings and Collection updates
- **USING INFO 4 SUITE ERP SOFTWARE FOR CRM**

**Reports to:** Board of Directors, MD

**Coordinates with:** Accounts Team, Sales Team, CRM team, and Bankers.

## **4. Professional Experience**

Worked as an **Assistant manager in sales (call center head)**

**Rama Krishna Housing Pvt Ltd (RAMAKRISHNA VENUZIA PROJECT)  
-in Vijayawada (From 10-02-2016 to 28-02-2017)**

### **Roles and Responsibilities:**

- Would be responsible for handling the team of tele-caller's team size is (8)
- Allotting the leads to the tele-callers makes them call the customers.
- Sending e-mails, WhatsApp communication with customers sending walkthrough videos, floor plans, project details, etc..
- Keeping track of inquiries from various modes, like web leads, newspaper ad enquiries, hoarding calls, and various sources.
- Taking the perspective
- Coordinating with customers and assistant managers to make the customer come for the site visit.
- Keeping track of customer feedback.

- Maintaining weekly site visit reports and monthly site visit reports.
- Attending weekly, monthly review meetings

**Reports to:** Asso. Vice president.

**Coordinates with:** Tele Calling Team, Sales Team

## **5. Professional Experience**

Worked as an **Assistant manager in sales** for **Vertex Homes (p) Ltd (SIRIS SIGNA PROJECT)** in Vijayawada (From 25-05-2015 to 20-1-2016)

### **Roles and Responsibilities:**

- Would be responsible for keeping track of enquiries from various modes, like web leads, newspaper ad enquires, hoarding calls, various sources all the telephonic calls
- Calling the Customer giving details about the project, sending emails project walkthrough, photos etc....
- Make them motivated for site visits.
- At the time of site visit giving detail explanation about the project, like price list and all.
- Checking the availability of the customer chosen flat
- Handling Booking of the flat
- Doing activities like property show...etc.
- Maintain and update all customer related data.
- Coordinate with CRM dept.
- Maintaining all the data through Excel sheet
- Daily DPR sending through Excel sheet.

**Reports to:** SR MANAGER

**Coordinates with:** SALES TEAM, Office staff, CRM DEPT

**Educational Qualifications: -**

Master of Computer Applications (**M.C.A**) from Kakatiya University. (2005 Passed Out)

Bachelor of Computer Applications (**B.C.A**) from Nagarjuna University. (2002 passed out)

**PERSENTAGE** : **BCA** 63.7%  
: **MCA** 75.3%

**Personal Profile:**

Husband Name : KVR KRISHNA REDDY  
Date of Birth : 6th January 1981.  
Sex : Female  
Languages known : English,Hindi,Telugu.

**DECLARATION:**

I hereby declare that the information furnished above is true and best of knowledge.

Place: HYDARABAD  
Date:

**(Y.SWAPNA)**