



Service Operations

Inventory, VAS & Distribution

Escalations & NPS

Budget & warranty

Touch Points & Vendors

PROJECTS

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Results-oriented and accomplished **Management Professional** with exceptional **29-years** of progressively more conscientious customer centric for brand building with higher focus on service deliveries and its processes, Committed to new benchmarking of customer experiences balancing cost optimization.

EXPERIENCE

Aug' 99 – Feb' 18	Sony India Pvt. Ltd	SONY
Feb' 97 – Aug' 99	Entel Ltd	SHIVAKI
Sep' 89 – Feb' 97	MIRC Electronic Ltd	ONIDA OWNER'S PRIDE

Areas of Excellence

Service Operation	
Project Management	
Escalation VOC & NPS	
Inventory & Supply Chain	
Leadership & Team Building	
Cost Recovery (Refurbishment)	
Profit Centre Operations	
Account Management (AR & AP)	
Talent Selection and Training	

Key Projects handled

Methods: Sony Six Sigma / TDRE / KEIZEN

- Quality improvement project in multiple phases
- Expansion of authorised service net work in South India
- One Sony Experience for customer
- Direct Touch Points to the best of its kind
- Implementation of **ISO14001**
- Service Branding
- Capturing the VOC and designed process to supersede customer expectation
- Effective Inventory management & VAS
- Forward and reverse logistics
- Projects on cost optimizations
- SAP and other ERP software rollouts

Profile at a Glance

- ⇒ Extensive professional experience in companies namely **SONY INDIA PVT LTD.**, Bangalore & Chennai **ENTEL LTD**, Bangalore and **MIRC ELECTRONICS LTD** Coimbatore & Chennai.
- ⇒ Good leadership & organizational skills, oral / written communication, interpersonal, analytical, and problem resolution skills.
- ⇒ Expert presenter, perceptive marketer, and confident service management with documented strength in forging strong, sustainable Director-level relationships.
- ⇒ Expert knowledge and part of defining policies, processes, SOPs and methods used in CE, IT, HHP and HA product areas such as Operational efficiencies, product specification, product evaluation, audits, network corrections, sales channel relations and product security and safety
- ⇒ Possesses good problem solving capabilities with crisp communication skills to understand & manage both macro level market issues and minute details necessary for successful business solutions.
- ⇒ Innovative, self-motivated, team-builder who has been consistently cited for ability to achieve rapid comfort level in new environment.
- ⇒ Understands the various dynamics in industrial field and possesses strong domain knowledge in the CE product Industry.
- ⇒ Responsible for planning, innovative service strategy to achieve established targets; effective time management, skills to align business efforts with service level targets; mentoring and quality management; account management capabilities to handle large accounts (GSPs).
- ⇒ Ability to represent the region, the agency in the community and on committees, task forces, special projects, etc.

PROFESSIONAL EXPERIENCE

SONY INDIA PVT LTD, Bangalore & Chennai

An Indian subsidiary of Japan's Sony Corporation. The company is engaged in manufacturing, sales and marketing of TVs HHPs, Business Projectors, and Professional broad cost products under the brand name "SONY"

Regional Service Manager

August 1999 – Feb 2018

Reporting to the National Head

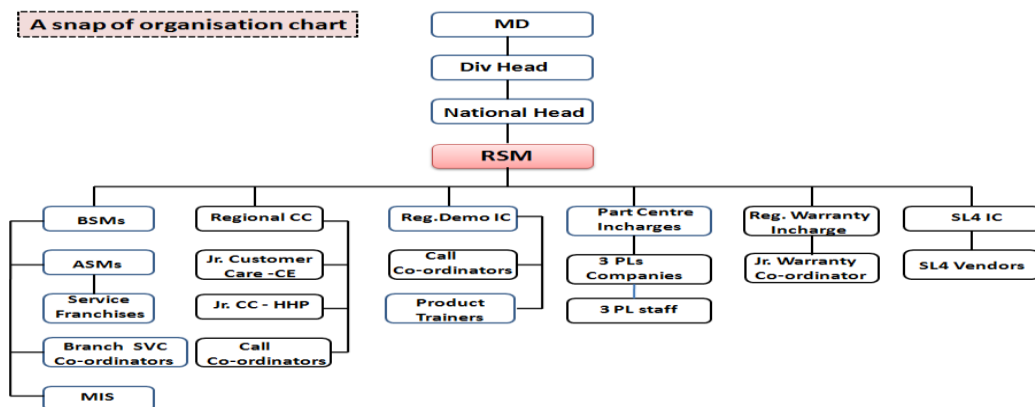
Responsibilities:

- ✓ Exceptional customer centric Post sale support for the Sony Product line up: *LCD TVs, Mobile phones, Sony VAIO & IT Product, Printers, TFTs, LCD Projectors, Rear Projections Products, Plasma Panels, DVDs, Blu-ray, Hifi & Personal Audio Product, Home Theatres, In Car entertainments, Camcorders, Digital still cameras, DSLRs, Gaming device, Professional, medical products etc.,*
- ✓ Manage and oversee the day-to-day operations and administration of Direct Sony touch points, its wide franchise network and high volume CE and HHP (SL4) centres.
- ✓ Having handled complete Service operations of Southern states, involved in analyzing AFR, MSL and identifying new areas of development.
- ✓ Managing a team of staff for pre-sale enquires, post-sale support, web based queries, Customer Escalations and to capture VOCs and focused on CSAT, Audit, repair part supply, value added activities on domestic distribution and Reverse and forward logistics.
- ✓ Develop training materials for in-line and new product launches as well as organise soft skill and Technical trainings.
- ✓ Drive improvements in customer satisfaction by leveraging feedback and direct customer engagement to accelerate the implementation of effective solutions.

- ✓ Supervising a team on the overall activists of planning, Training, post sale installations and demonstrations of key products categories Walk-in and field service support.
- ✓ Evaluating and verifying employee performance through the review of completed work assignments and techniques.
- ✓ Planning and executing customer loyalty programmes for professional products
- ✓ Ensure Company policies, practices and SOPs are implemented and followed at all the levels
- ✓ Providing leadership in order to achieve response and completion time targets, customer loyalty, world-class service and best employee experience.

Planning & Control / Technical support:

- ✓ Budget forecast.
- ✓ Monitoring and control on booking of In-warranty expenses.
- ✓ Monitoring the operations and performance of 84Nos - SL2 Service centres.
- ✓ Managing and supporting Centralised All India repair facilities located at Chennai.
 - 1.** Three L4 Mobile Phone repair centres;
 - 2.** Panel repair factories;
 - 3.** Two MBX repair centres.
- ✓ Executing the plan and Post sale support KPIs.
- ✓ Qualitative and quantitative performance evaluation of the staff.
- ✓ Implementation of SOPs for Post Sales Support.
- ✓ Calendaring technical and operation audits for the Authorized service centre's and reviews.
- ✓ Managing Service Branding, Service promotions & Sales support activities, expansion of service network based on business needs.
- ✓ Infrastructure development of both Sony's direct service centres and its franchise net works based on call load and new projects.
- ✓ Maintain confidentiality on Personal Information of the customers (PIM).
- ✓ Re-fabrication and sale of Products - Mobile Phones, TVs and other products to in-house customers.
- ✓ Re-work of high value defective parts such as LCD Panels, TFTs, MBX, DPAs and PBAs.
- ✓ Recovery and Screening of warranty and mandatory return of defective parts.
- ✓ Developing category specialised service centres.
- ✓ Ensure 99% of accuracy in repair code information for factory analysis and claim processing.
- ✓ Close co-ordination on sharing inputs to IS Dept for software enhancement
- ✓ Various short term and long term projects for cost recovery, service quality improvements and customer experiences.
- ✓ Administrative responsibilities on the procurement / Direct Import of bulk repair parts at Chennai the second biggest parts hub in the country.
- ✓ The Value added activities (VAS) such as blow to Part, Parts and Panel Individual packing and its domestic distribution, arrangement of forward logistics, Inventory audit etc.,
- ✓ Pick-up and delivery of Mobile Phones through bikers to and from High volume repair centres.



ENTEL LTD, Bangalore (HO Operations)

A 100% subsidiary of Agiv Gulf FZE is a Sales and Services company under the Brand SHIVAKI of CTVs, Audios, Business projectors, Broad cost products & Watches

Sr. Executive

February 1997 – August 1999

Reported to National Service Manager

Responsibilities:

- ✓ Manage, lead and direct the operations in service department and franchise in Karnataka, Kerala, TN and AP
- ✓ Leading a team to Evaluation of new FG products from various manufacturers and recommend to Product marketing Dept.
- ✓ Support Nation Head- Service on roll out of Plans, strategize and scheduled the service projects throughout the country
- ✓ Field quality report to factory for implementation of correctives
- ✓ Provide organized training to enhance the technical skills for engineers
- ✓ Ensure long term business growth through maintaining quality standards in service operations
- ✓ Implemented a clean ESD work environment.
- ✓ Implemented safety guidelines and procedures at all the franchise locations.
- ✓ Direct feedbacks from customer on service deliveries and implemented correctives
- ✓ Completed all projects on time and within the budgetary limits.
- ✓ Procurement of Part for Service support from Factory. Parts Individual packing and other VAS
- ✓ Supervise allocation and distribution of the repair parts form Bangalore central stores
- ✓ Co-ordination with C&F and Inter branch transfer of defective finished goods from across India to central facility at Bangalore
- ✓ Sale of Slow moving Finished goods and refurbished products through Service Team

MIRC ELECTRONICS LTD, Chennai

Brand ONIDA a technological joint venture company with JVC Japan in manufacturing and post sale support of consumer electronic products, Home Appliances, Office automation products

Senior Engineer

September 1989 – February 1997

Reported to Zonal Service Manager

Responsibilities:

- ✓ To support ONIDA product launch along with Service Providers to penetrate & expand the network
- ✓ Provided support on establishing and development of branch service operation.
- ✓ Verified the field QC reports and ensure quality maintained.
- ✓ Implemented new procedures, Resident engineer operations etc.,
- ✓ Responsible for administration, hiring, technical training, mentoring, and team building.
- ✓ Provided the best training on the products for engineers on the new products
- ✓ Supported Product designers, factory engineers from JVC on field test of products at signal defringe areas

EDUCATION PARTICULARS

- D.E.C.E., from State board of Technical Education Tamilnadu – 1989.

OTHER QUALIFICATION PARTICULARS

- P.G. Diploma in marketing management from Bureau of data processing system.

PERSONAL PARTICULARS

Date of birth: 4th June 1968

Languages Proficiency: English, Tamil, Kannada, Marathi & Hindi

Percent Location: Chennai