



# POORNIMA KALIAPPAN

## SALES OPERATIONS SPECIALIST

### PROFILE

Enthusiastic professional eager to contribute to team success through hard work, attention to detail, and excellent organizational skills. Proven history of quick and successful problem resolution, improving customer satisfaction. Comfortable adapting and adjusting to multiple demands, shifting priorities, ambiguity, and rapid change.

### EXPERIENCE

#### Tech Data

📍 Bracknell, UK

#### SALES OPERATIONS SPECIALIST - BACKEND

May 2020 - Present

- ❖ Responsible for daily order loading and quote activity, including any electronic order processing in SAP Sales and Distribution.
- ❖ Reviews open orders, analyzes their status, researches and ensures that orders meet requirements.
- ❖ End-to-end tracking of product dispatch and ensuring delivery to customers by working closely with multiple vendors.
- ❖ Provide timely updates to the customers and internal teams about the status of orders.
- ❖ Ownership of customer queries efficiently and professionally to an early resolution.
- ❖ Achieved sales goals and service targets by cultivating and securing customer relationships.
- ❖ Communicating the progress of monthly and quarterly reports to internal and external sales teams to aid in business decision-making and planning.
- ❖ Increased profits through providing excellent customer service, following established guidelines, and auditing sales reports.
- ❖ Trained new sales representatives on sales strategies and processes to reduce process gaps
- ❖ Priorities own tasks to ensure agreed deadline or SLA is achieved.

#### ICICI Bank Limited

📍 Chennai, IN

#### CUSTOMER RELATIONSHIP MANAGER & PERSONAL BANKER

Oct 2017 - Aug 2019

- ❖ Continually boosted branch production and provided a revenue of 1 million INR by consistently meeting all monthly sales goals
- ❖ Offered internal and external customers first-rate customer service to maximize satisfaction and business success
- ❖ Created activities and engagements to enhance customer experience, knowledge and patronage
- ❖ Managed 400+ customers in client investment portfolios by providing one-on-one service when meeting with clients to understand assets, expenses and long-term investment goals to devise personalized financial plan
- ❖ Capitalized on multiple upsell opportunities with new and potential customers, resulting in 60% increase in revenues

#### Emphasis Private Limited

📍 Chennai, IN

#### ASSOCIATE ENGINEER

Feb 2016 - Apr 2017

- ❖ Built and maintained an internal application using ASP.NET, VB Scripts
- ❖ Compiled, Processed and analysed test data and results to improve project output
- ❖ Prepared Test Case and knowledge documents
- ❖ Explained technical information in clear terms to non-technical individuals to promote better understanding

#### Focus Academy For Career Enhancement

📍 Coimbatore, IN

#### PLACEMENT TRAINER

Jul 2015 - Jan 2016

- ❖ Designed Workshops to train students in aptitude and verbal skills
- ❖ Trained students in logical reasoning and verbal ability topics
- ❖ Collected data by identifying sources of information, including designing survey and collection methods
- ❖ Created and managed knowledge base to offer staff and customers immediate informational access to products, services and organization

### EDUCATION

#### Post Graduate Diploma in Banking

Manipal University For Banking, Bengaluru  
Feb 2017 - Jan 2018

#### Bachelor of Technology - Information Technology

Vivekananda Institute Of Engineering and Technology, Tiruchengode  
Jul 2010 - Apr 2014

### SKILLS

- ❖ Daily operations oversight
- ❖ Customer relationship management
- ❖ Account Management
- ❖ Problem Solving
- ❖ Training and development
- ❖ Written Communication
- ❖ Flexibility & Patience
- ❖ Multitasking
- ❖ Conflict Resolution
- ❖ Project Management
- ❖ Customer Service

### SOFTWARES

- ❖ SAP sales and distribution
- ❖ SAP Request Manager
- ❖ Salesforce CRM
- ❖ Expeditors, DHL, TNT, JAS trackings
- ❖ Microsoft Excel
- ❖ Microsoft PowerPoint
- ❖ Microsoft Outlook
- ❖ Microsoft Teams
- ❖ Workday
- ❖ Zoom

### AWARDS

- ❖ Ally of the year - 2021
- ❖ Unsung Hero - 2021
- ❖ Newcomer Award - 2020
- ❖ CRM Rising Start - 2019
- ❖ Outstanding performer of the year
- ❖ Life insurance iconia
- ❖ Corepathi of ICICIclans
- ❖ Face of FACE - 2015

### LANGUAGES

- ❖ English
- ❖ Tamil