Siddaarth - Professional LOR Draft

**In what capacity has the recommender known you? –** He reported to me.

Professional work related:

Hierarchical relation – Product Head for Freshchat

Projects done together – Project - Hallway leads and GTM Functions for Freshchat product

Time known for – 1 year 4 months\*

**Skills Highlighted**

* Hard Working/Diligent
* Efficient Time Management
* Leadership
* Taking up Challenges
* Adaptability – Positive Mindset

**Hard Working/Diligent**

He took just 3 days to get acclimated to the work environment and made considerably good progress in knowing what each of his teammates/colleagues do and was ready to start work.

He never showed any signs of being a newcomer in the organization, this was evident from his work ethic, he was able to cover clients round the clock and showed no signs of tiredness or fatigue. He exuded positive energy and inculcated strong passion to his work.

He never failed to get his hands dirty by interacting with colleagues from different teams, taking up small tasks in each space and learning on the job. He took up 360 degree engagement process by doing Presales, Sales and Post Sales for clients during the first 6months. He did so by:

* Handling online engagement with website visitors via chat
* Feeding the prospects with the right content available
* Handling Customer Support – Resolved their queries by phone/email ticketing
* Giving Ad-Hoc Demos to prospects and showcase the value-add of the product
* Generating opportunities by converting website visitors into warm leads

**Time Management**

* At first, he was going haywire with different tasks to accomplish via various directions. He was pretty adamant to get things done and kept adding on to his workload. Gradually, I noticed he understood the value of elimination and prioritization. He came to me to seek advice on how to cut short demos and still cover all aspects. He realized it’s important to focus on the task at hand and then learn to procrastinate effectively. After a few weeks, there was substantial improvement in his time management skills, he achieved phenomenal First Call Resolution times, gave precise demos and handled 5 concurrent chats.
* He values and respects the customer’s time and has a quick response time to incoming customer enquiries. – This attitude in him is widely appreciated among his colleagues and clients and this resulted in setting benchmarks for his colleagues to follow.

**Adaptability and Leadership**

Some of the key initiatives he took up were:

* Generating awareness of the product’s capabilities through targeted content
* Hand-Holding the clients through the buying journey
* He was clearly a step ahead, he hunted for opportunities to subtly sell the product while conversing with clients and resolving their queries about our other matured products.
* He planted ideas in customers by making them unearth the “Need” for this product which in turn led them to subscribe. This quality in him at such an early stage of his career inspired his colleagues to compete with him.
* He was instrumental in bringing an MRR of $1000 within the first 2 months, since the product went live which was very pleasing for me as a product manager.
* He constantly pushed the product team, including me to roll out new features and worked with me in making sure that all the active users of the product were well informed of the product roadmap.

He had a very approachable and likable personality by nature and made sure he had short conversations with each member of the team every day! He never failed to crack them up, the core (development) team especially, enjoyed his company. His energy was infectious.

**Adaptability**

* We had to stall the product development and align it with our business goals that chalked out a long-term vision of building a fully-fledged Online Customer Engagement tool that had open APIs and compatibility with mobile applications. This led us to send out updates to our already existing customers and users about this Business decision. He took up this challenge and managed to convince most of the customers about this and they even agreed to stay and try out the new enhanced product during the BETA stage. He owned this task since day one and executed it without any signs of distress.
* Owing to his exceptional cross-functional communication skills and teamwork, I personally recommended the organization to offer him a challenging role as the First SDR/AE for the MEA Region. He would be working with the CXOs office to set up an Outbound Model for this region. This was an unexplored territory for the organization and building this team was TOP Priority.

He was quick to grab this opportunity and single handedly handled:

* Content Creation and Localization
* Sales Pipeline Building – Generated SQLs worth 1 Million ARR
* Constantly met and exceeded the Targets – Hit 120% every month
* Market Research – Used tools such as Hubspot, Typeform, Datanyze, to understand what Customer Support meant for Business operating there and this helped him position the products w.r.t the products they use already
* Event Based Marketing and Industry-Specific Sales Campaigns– Sent out personalized email campaigns, invited companies for our events and conversed with C-Level Executives on a daily basis to get them to attend the event and also convert them into warm leads and SQLs.
* He achieved stellar Open Rates and Click Rates of 63% and 12% respectively, and set a benchmark for the other SDRs to meet
* Organised online and onsite product demos with prospects
* Owing to his success in setting up the SDR Workflow process and building a solid sales pipeline for a year, he was presented with another challenge of becoming a part of the first Customer Success team in the company to cater to the Larger customer base of $1 to $400 MRR that will focus on Retention, Churn Prevention and Product Adoption. They contribute around 70% to the organisation’s overall revenue.
* He had a unique consultative skill which enabled him to show empathy towards the customer’s business vision and help him achieve success through our products and this in turn resulted in customers sticking with the company. He turned customers into “Loyal Customers”. He won their trust from day 1.
* He currently handles the UK/Europe Clients and his key KPIs include:
* Customer Retention
* Churn Mitigation – To reduce Monthly Churn to less than 1%
* Product Adoption through constant customer engagement via High touch email campaigns and calls
* Generating Upsell and Cross-Sell Opportunities

**Extra-Curricular Activities**

* He is a member of the Freshworks cricket team.
* He has also been a part of video marketing campaigns.
* He also does part time modelling and photoshoots. He also was one of the models for the shoot of our new office.

**CSR Activities**

* He actively participates and organizes Blood Donation camps at office.
* He encouraged our team to donate our old clothes, books to an organization called Goonj which distributes them to the lesser sections of the society.
* He has also actively volunteered for Reachout India, a charitable trust, by distributing food, clothes, school kit to children during the Cyclone in Chennai.
* During the horrific Cyclone in Chennai, he formed a relief operations team at his neighborhood and distributed essential items for livelihood to the poor and needy around his area.

**Eagerness to keep learning**

* He also had the penchant for learning something new each day and improve his skillset.
* He took up a certification course in Outbound sales, Marketing, Customer Success at Predictable University, which was started by one of the best sales guru Aaron Ross and ended up acing the final exam with Honors.
* He also was the first to graduate from the company’s own course – University of Freshworks, where we taught the employees the art of selling and negotiation. We also focused on developing the product knowledge of the employees so that they are better equipped to handle technical queries.

**I can say this, “When the going gets tough, Siddaarth gets going.”**

**Areas of improvement**

* **Delegation of Work - He is learning, this can only come from experience.**
* **Inability to say no – Knowing his empathy and concern towards his fellow colleagues, I strongly urge him to start working on saying “No” to them when they come to him for professional help.**