**GAGAN SAXENA**

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**~ Senior Management Professional ~**

**With complete Marketing Operations, Profit Accountability, Collections, Retention, Business Development, VAS up selling, Communication, Service Compliance and Client Relationship Management with a reputed and growth-driven organization**

“Striving to upgrade knowledge and practices to retain excellence in the professional brief”



**BUSINESS SKILLS**

A “Performance Driven Professional” **with experience of working with** country’s most renowned groups**.**

**Offering** 17 years **of experience with** business skills **involving planning and development of** business plans, designing and implementation of successful collection, retention and churn management strategies**.** Demonstrated skills in streamlining customer services function by designing innovative systems & processes to generate high-value propositions for the customers**.**

**EXPERTISE IN:**

**• Strategic Planning • Churn / Collections Management • Business Development**

**• New Product Implementation • Prepaid Life Cycle Mgt. • MNP retention**

**• Retention Management • Operations Management • Customer Care / CRM**

**• Growth Initiatives • Quality Service Delivery • SLA Management**

**• Channel Management • Customer Loyalty Programs • Team Management**

**Proven expertise in Circle operations, ensuring effective management to accomplish overall corporate objectives. Team leader who effectively meets goals through strong leadership, interpersonal communication, and analytical abilities.**

**STRENGTHS:**

* **Customer Service:** Conceptualising customer services strategies based on extensive analysis of service operation and market dynamics. Planning & execution of customer lifecycle management therapies, to arrest churn levels of customers. Designing customer segmentation approach, and effectuating different strategies for different segments of the customers. Providing quality customer support by ensuring first contact resolution to them. Directing call center operations and backend operations inclusive of provisioning & other activities related to customer services.
* **Churn & Collections Management**: Strategizing and managing churn control activities, both proactive and reactive. Day to Day monitoring of involuntary and voluntary churn control activities. Ensuring reconnection from the delinquent bucket, etc. Proficiency in preparing collection plans, delegating the targets and developing overall and case-specific strategies to recover money. Monitoring subscriber's accounts & developing reports to ensure compliance with legal statutes & initiating strong legal action in case of continuous payment default.
* **Operations Management:** Monitoring overall functioning of processes ensuring compliance with the agreed SLA levels. Assessing customer feedback, evaluating the improvement areas & providing critical inputs. Enlightening awareness about the process through training sessions and discussions with the process teams. Advocating process compliance via regular review meetings. Liaising with various departments within an organization to gain support / resolving issues.
* **Team Management**: Leading, mentoring & monitoring the performance of the team members to ensure efficiency in process operations and meeting of individual & group targets. Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.

**EMPLOYMENT SCAN**

**Tata Teleservices Ltd. Delhi Since Nov’16 –April’17**

**Retail Wire line National Retention Head**

**Key Attainments as a Retail Wire line Retention Head:**

* Accountable for retaining probable churn customers every month and ensuring cluster churn within budgeted level i.e. within 3.5% of the sub base
* Distinguished efforts towards studying the consumer behavior and devising customer retention programs to reduce churn
* Instrumental role in shortlisting the vendors across the cluster to ensure the right agencies with proper manpower and infrastructure are selected to work on the portfolio
* Formulating daily/weekly trackers to measure the agency/zones performance at regular intervals to build competition among the zones/agencies
* Deftly retaining its Quality Customer Base of each cluster to ensure less revenue erosion
* Overseeing results/performance and tracking on a daily basis and sharing the deviations to the respective cluster teams to curb any further deviation
* Responsible for Life Cycle management of High Net Individual (Centrex, Standard, and Fixed HSI) customers including monitoring relationship activities and retention with best value plans.
* Organizing customer engagement / Retentions Programs / Service camps for customers to enhance build brand loyalty and customer longevity especially for HNI segment.
* Responsible for Voluntary Retention of Post-paid customers wanting to churn.
* Responsible for customer handholding & quality of service at Customer touch point.
* Organizational feedback on what customer is saying during exit for organizational learning and improvement.
* Responsible for quality of customer interaction at the Circle & resolution as per defined norms and guidelines.
* Responsible for identifying training need across CSD function and get the training organized.
* Driving strong initiatives to maintain an eagle’s eye on the churn rate of High Net Individual base.
* Planning and implementing churn control strategy and event to curve High Value and Potential base churn.
* Preparing and forwarding relevant reports to facilitate the higher management in decision making.

Responsible for KPI tracking and giving regular updates on performance on Individual CSD members in Circle / Cluster & CSD function as a whole

Playing an instrumental role in sustaining a cordial relationship with the high-end customers through organizing seminars and meets at PAN India level.

**Tata Teleservices Ltd. Delhi Since July’13 – Oct’16**

**National Outbound Up-selling and MNP Retention Head**

**Major responsibility handled:**

* Revenue Generation:
* ARPU enhancement, ensuring usage of all VAS services and focusing on localize products and content.
* Designing various marketing activities with vendor partners for enhanced revenue generation.
* Tracking competition and launch promotions to encourage adoption and revenue.
* Business Operation:
* Managing various promotional activities like SMS, IVR (Non-Interactive), OBDs for promoting VAS services & applications (both Usage & Subscription)
* Customer profiling for targeting right kind of customers for enhanced conversions
* Handling regular requirement on localized products and coordination of promotional activities to enhance reach & revenue.
* Vendor Management & Tie-Ups:
* Initiate new Tie-Ups with VAS vendors.
* Manage vendor reports their service and product performance.
* Retention & Churn Management:
* Studying the consumer behavior and devising customer retention programs to reduce churn

**Key Attainments as a National Outbound Upselling and Retention Head:**

* Responsible for revenue enhancement through outbound agencies CDMA Retail and High Net Individual (GSM+CDMA) customers including monitoring relationship activities and retention with best value plans.
* Organizing partner engagement / Retentions Programs / Service calls for customers to build brand loyalty and customer longevity, especially for REC BASE.
* Responsible for Retention of Post-paid customers wanting to churn or opt out from subscriptions.
* Responsible for customer handholding & quality of service at the agency level.
* Responsible for execution of proactive Retentions models including health Check for customers with close-looping of customer complaints received during a health check.
* Organizational feedback on what customer is saying during exit for organizational learning and improvement.
* Responsible for quality of customer interaction at the Circle & resolution as per defined norms and guidelines.
* Responsible for identifying training need across agencies and get the training organized.
* Driving strong initiatives to maintain an eagle’s eye on the churn rate.
* Setting up targets and goals for the process – setting and maintaining CRITICAL TO QUALITY & CRITICAL TO PROCESS targets for the process in order to enhance upselling revenue.
* Planning the staffing structure in the future course on the projections given at agency level.
* Ensuring continuous interaction with the partners to make sure that area of concern can be worked upon for improved service levels.
* Reduce Overall Cost to serve per customer by effective capacity Planning & bringing improvement in the Processes.
* Improve the efficiency and effectiveness of customer complaint resolution system
* Develop SOP’s (Standard Operating Procedure), SOW (Statement of work) and workflows for Process Improvement and test products before launch.
* Engage with Internal Stakeholders to execute planned objectives and resolve bottlenecks.
* Engage and liaise cohesively with Cross-functional teams like Marketing, Sales, and Production to ensure seamless service delivery
* Responsible to prepare & manage the training calendar to deliver Initial & refresher training in the areas of Product knowledge, Soft Skills and Process changes/reinforcements.
* The distinction of receiving awards namely:
  + STAR performance Award in Jan’ 14.
  + Service Excellence Award in Mar’14.
  + Spotlight Award the Month of Nov’ 13.
  + STAR performance Award for the month of Sep’13.

**Tata Teleservices Ltd. Delhi Since Sep’11- July’13**

**National Retention Head-HNI and Overall CDMA (Sr. Manager)**

**Major responsibility handled:** Direct Retention operations as a liaison between Agencies, supervisors, and Circles’ employees.  
Administer performance management by diagnosing improvement opportunities, providing effective feedback, coaching, training, professional development, and corrective action plans to improve retention and curve down High Net Individual churn

Perform quality checks, develop and review performance reports, identify areas to improve, and implement measures to improve performance levels and meet objectives.

Conduct group training sessions on financial products and services. Develop sales techniques for each customer service representative to drive revenue growth.  
As an Operations Head motivated and supervised an outbound call center staff of 100 staff for proactive retention calling. Developed a system and call scripts to facilitate the efficient management of call volume. Provide customer service excellence and technical support on telephony systems. Ensured strict adherence to company policies and procedural guidelines.

**Key Attainments as a National HNI and overall CDMA retention Head:**

* Responsible for Life Cycle management of CDMA Retail and High Net Individual (GSM+CDMA) customers including monitoring relationship activities and retention with best value plans.
* Organizing customer engagement / Retentions Programs / Service camps for customers to enhance build brand loyalty and customer longevity especially for HNI segment.
* Responsible for Voluntary Retention of Post-paid customers wanting to churn or move to prepaid.
* Responsible for customer handholding & quality of service at Customer touch point.
* Organize & roll-out “In-touch” Program with Retained customers (e.g. Hot Monitoring for 90 days) in coordination with Circles.
* Organizational feedback on what customer is saying during exit for organizational learning and improvement.
* Responsible for quality of customer interaction at the Circle & resolution as per defined norms and guidelines.
* Responsible for identifying training need across CSD function and get the training organized.
* Driving strong initiatives to maintain an eagle’s eye on the churn rate.
* Planning and implementing churn control strategy and event to curve High Value and Potential base churn.
* Preparing and forwarding relevant reports to facilitate the higher management in decision making.



**Tata Teleservices (M) Ltd., Mumbai Since Jul’ 09 – Aug.11**

**Service Marketing Operation Head (Sr. Manager - CDMA & GSM)**

**Major responsibility handled:** Accountable for retaining probable churn customers every month and ensuring cluster churn within budgeted level i.e. within 2% of Sub base. Taking care of New Product Implementation (NPI), Prepaid Life Cycle Mgt., VAS Upselling, MNP retention. Short listing and selecting vendors across the cluster to ensure the right agencies with proper manpower and infrastructure are selected to work on the portfolio. Focussing on retaining QCB subscriber base of each Cluster to ensure less revenue erosion. Monitoring results/Performance on a daily basis via written and verbal medium and the deviations are communicated to the respective Cluster teams at the earliest to curb further deviation.

**Key Attainments:**

* Built an entire end to end marketing plan that covers and communicates all Marketing propositions/ products
* Communicated the plan in an organized fashion to the entire team from the Leadership to the Executive so that everyone is inspired, has a shared sense of understanding and shared the enthusiasm to deliver and attain success.
* Played a vital role in ensuring policy adherence, service assurance (Audit), field retention, outbound (collection call) and customer royalty (Delight) at the cluster level.
* Awarded with Certificate of Tata Business Excellence in Apr’ 10.

**Bharti Airtel Ltd., Guwahati Sep’ 06 – Jun’ 09**

**Zonal Operation & Management Head (Circle Office – Guwahati)**

**Career Elevation:**

***Joined as Circle Service Marketing Head (Customer Care), Guwahati in Sep’ 06.***

***Promoted as Zonal Operation and Management Head (Circle) – Guwahati in Sep’ 07.***

**Key Attainments as Zonal Operation and Management Head (Circle) – Guwahati:**

* A merit of reducing the prevailing Customer Satisfaction Index (third-party audit) to 85% from 60%.
* Single-handedly organizing events for customer care teams & high-value customers across the Circle.
* The distinction of imparting differential service to high users and premium customers for retention & relationship building.
* Effectively interfaced & supported Town Customer Care Head, Escalation Desk and Mobility Office (Head Office).
* A significant contribution to training all Customer Care Town Heads on the accurate deployment of the billing system, CRM, and processes.
* Recognised for seamless contribution and awarded:
  + Six Sigma Award for Airtel Relationship Centre in Jun’ 07.
  + Six Sigma Award for Grace Reduction in Aug’ 07.
* Bagged various awards:
  + Certificate of Excellence for the month of Jan’ 09.
  + Employee Communication Forum “Gold Award” in Jan’09.
  + Hero of NESA Award in Feb’ 08.
  + Best Customer Service Excellence Award in Jan’ 08.
  + Best Customer Service Excellence Award in Oct’ 07.
  + Certificate of Developing Leadership Skill for Professional and Personal Effectiveness by FICCI in May’ 09.

**Key Attainments as Circle Customer Service Delivery Manager – Guwahati:**

* Spearheaded operations achieving:
  + Reduction in churn % within target below 2% throughout the financial year.
  + Enhanced Pre due date collection from 49% to 65%.
  + Increased revenue in VAS from 90% to 160%
  + Raised Airtel Relationship Centre audit score from 72% to 84%.
  + Brought down Prepaid grace from 26% to 15.5 %.
* Seamlessly contributed to driving effective initiatives to sustain the vigil monitoring on the churn rate.
* Played a major role in devising schemes for a cut to churn and strengthen customer loyalty to the company.
* Generated relevant reports to apprise the senior management as well as to facilitate the decision-making process.
* Ensured business expansion while cementing a cordial relationship with the high-end customers through organizing seminars and meets.
* Spearheaded exceptional promotional activities broadcast through SMS, IVR and Print media.
* Handled end to end responsibility for developing & managing customer lifecycle process from post-acquisition till customer win back process.
* Played an instrumental role in:
  + Ensuring 0-30 bucket collection and minimizing incremental bad-debt.
  + Handling retention and Collection (0-30) Agency.

**Reliance Infocomm Ltd., Meerut Jun’ 03 – Aug’ 06**

**Customer Care & Corporate Circle Lead – Meerut**

**Career Elevation:**

***Joined as Customer Care Manager (Kanpur) in Jun’ 03.***

***Promoted as Customer Care Prepaid Circle Lead – Lucknow in May’ 05.***

***Promoted as Customer Care Post & Corporate Head – Meerut in Jul’ 06.***

**Key Attainments:**

* Essayed a stellar role in delivering quality services at Web World, OTC and Town Office.
* Played an instrumental role in initiating calling coordination for address verification and trouble tickets resolution.
* Proactively involved in the execution of the smooth process at all FSD and provided the feedback to respective departments for devising strategies for the betterment of new processes as well as guidelines for effective customer care services.
* Demonstrated ability in TT monitoring & educating RCC portal Updates.
* Spearheaded exceptional promotional activities broadcast through SMS, IVR and Print media.
* The distinction of receiving awards namely:
  + Service Champion Award in Aug’ 06.
  + Certificate of Achievement for the Month of Nov’ 05.
  + Service Excellence Award in Oct’ 05.
  + Certificate of Excellence for the month of Aug’ 05.
  + Service Excellence Award in Jun’ 05.
  + The RIM Star Performer for the Month of Dec’ 04.

**Escotel Mobile Communication Ltd., Agra Aug’ 99 – May’ 03**

**Senior Officer (Heading Customer Care – Agra)**

**Key Attainments:**

* Played a significant role in handling the issues pertaining to credit analysis & revenue.
* Demonstrated skills in resolving operations related issues by applying six-sigma concepts.
* Pivotal in activity planning & implementation to handle EMR and ensured passive sales generation.
* Aptly interfaced with the lawyers & the customer in deriving prompt resolution of legal cases.
* Bagged certification of Excellence for achieving maximum sales lead target for the month of Sep’ 00.
* Holds the distinction of receiving following awards:
  + Service Champion Award in the month of Jul’ 01.
  + Best Hotline Officer in the month of Jul’ 00.
  + Service Champion Award in the month of Jul’ 01.
  + Service Champion Award in the month of Mar’ 00.

**PROFESSIONAL TRAINING**



* **Service Plus (**most distinct training for Service Industry) at Agra conducted by NIS in 2002.

**EDIFICATIONS**



**2000 Diploma in Custom & Excise** from National Institute of Export Management, Chennai.

**1999 MBA in Marketing & HR** from, Lucknow.

**1996 B.Com.**, Delhi (University of Delhi).

**Certification:** Well versed in MS Office (Word, Excel & PowerPoint.

**PERSONAL VITAE**



Date of Birth: 11th Aug’ 1976

Linguistic Abilities: English & Hindi

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