Prakkshi Walia

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PROFILE

Results-oriented professional with proven expertise in client success, onboarding, and retention within SaaS environments. Skilled at building strong client relationships, driving user adoption, and implementing innovative strategies to enhance customer satisfaction and achieve business goals. Seeking a Customer Success Manager role to leverage my ability to deliver value-driven solutions and foster long-term partnerships.

PROFESSIONAL EXPERIENCE

Product Administrator | Wilmington PLC, London   July 2023 – Present
Improving client satisfaction by refining product delivery quality using market research & client feedback in law training consultancy
- Leveraging software tools to streamline delivery process & resolve operational challenges for optimal product performance
- Facilitated seamless execution of training events by coordinating with clients, trainers, and internal teams.
- Managed client communications to confirm details of in-house training sessions, ensuring clarity and satisfaction.
- Organized logistics for virtual and in-person events, including venue arrangements and material distribution.
- Troubleshot and resolved technical issues on virtual platforms to maintain smooth operations.
- Liaised with accreditation bodies to ensure compliance with qualifications and standards.
- Handled feedback collection and analysis to drive continuous improvement in client services.
- Provided administrative support to ensure high-quality service delivery and operational efficiency.
- Maintaining product documentation for internal knowledge transfer & quicker troubleshooting for seamless product delivery

Business Analyst | TriFort Solutions Ltd, Birmingham   March 2023 - May 2023
Conducted research on SaaS market entry potential for SMEs in West Midlands for an IT services company (+MVP development)
- Performed market trend & competitor analysis on booking management software with an integrated payment solution
- Led primary research on booking management app for B2B & B2C on 25 end-users to identify ideal market entry point
- Crafted user journeys and stories with integration of payment platform based on research to ensure competitive advantage
- Developed wireframes on Balsamiq for consumers & businesses, leading to fewer iterations and lesser development time
- Prepared roadmap with user testing, defined KPIs, & marketing strategies for new & existing clients for SaaS launch

Customer Success Associate | S&P Global   Apr 2022 - Jul 2022
Aided clients migrate from an old platform to new platform through product expertise and user training for seamless migration.
- Provided training & support through needs analysis to clients resulting in an overall 7% reduction in migration tickets in Q2
- Assisted in providing personalized sales pitch and training to new users to increase users/ clientele for revenue generation
- Recorded, edited and maintained Salesforce CRM for training delivery, customer inquiries/ requests & lead management
- Facilitated in UX by providing detailed feedback from clients to internal team ensuring an overall 4.5 rating by clients

Business Analyst | DigiTaiken Tech Corporation Ltd, London   Jan 2021 - Dec 2021
(B2B) Secured & created an academy on SABA (LMS) for Suntory operating in 5+ continents with 40,000+ employees worldwide.
- Secured client through effective sales pitch on personalised academy software & change management roadmap
- Led cross-continental stakeholder engagement to ensure seamless onboarding and streamline regional business requirements
- Executed sprints, created weekly & monthly reports leading to effective client management and early issue identification
- Designed process flows, user stories for academy resulting in positive feedback of 78% in user acceptance testing
- Optimised cross-collaboration to ensure smooth project delivery & 30% reduction time in achieving Q1 KPIs
- Defined regional KPIs & adoption strategies, resulting in 63% employee usage in M1 & 10% MoM growth post-launch
- Developed user manuals, guides for internal usage to support post-implementation leading to yearly contract renewal

(B2B) Conceptualised and built a new product offering – Intranet for post-covid world on SharePoint for new revenue generation.
- Conducted market and SWOT analysis, created use cases leading to impressive approval and support from key stakeholders.
- Led agile sprints, & crafted wireframes on Miro, spearheaded development by delivering MVP in one-month tight deadline
- Orchestrated market launch managing a team of 4 creatives, and delivered sales pitch leading to landing a client in M1

TOOLS: MS Office, Salesforce CRM, Google Analytics, Miro, JIRA, Confluence, Azure DevOps, SharePoint, Slack

EDUCATION

Master of Science in Business Psychology | Aston University, United Kingdom | Distinction   Sept 2022 - 2023

Research Assistant | Australian National University x Aston University

Studied the role of Open AI in idea generation for business expansion through interaction b/w AI & humans.
- Utilised various research strategies to evaluate data basis on usefulness, creativity, and originality to drive in-depth research
- Enhanced Open AI's task flow for data collection based on user feedback, increasing completion rate by 28% in 2nd round

Bachelor of Commerce (Honours) | University of Delhi, India | Distinction   Aug 2017 - 2020

ACHIEVEMENTS

- Project Lead at Enactus Aston, UK; College Ambassador at Umeed (20% YoY volunteers); Volunteer at Canal&River Trust
- Won Aston Global Ambassador Scholarship Sept'22; 1/3 for PhD research project; Digital Marketeer for Astonbury (Summer festival at Aston Uni); Top 2% to land a live project for a work-based experience in masters.