**Sarabjit Singh  
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 Salesforce Business Analyst**

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**SUMMARY**

8+ years of experience as a Salesforce Business Analyst with extensive skills in requirements gathering, documentation, customization, maintenance and testing of various Enterprise Level Business applications. Experience includes work on **Salesforce.com** as a Business/Functional Analyst and System Configurator

**Profile:**

* Experience in administration, configuration, Implementation, and Support of **Salesforce.com** CRM and **Salesforce.com** SFA applications and leveraging Force.com Platform, SAAS (Software as a Service) application running in Cloud Computing Environment.
* 8 plus years of experience as a Business Analyst with extensive skills in Requirements gathering, Documentation, Customization, Maintenance and Testing of various Enterprise Level Business Applications. Experience includes work on **Salesforce.com** as a Business/Functional Analyst and System Configurator.
* Extensive experience in designing of Custom Objects, Custom Tabs, Custom Fields, Picklist, Role Based Page Layouts, Workflow Alerts and Actions, Workflow Approval, Profiles, Role based hierarchy, Sharing Rules, Validation Rules, Case Management, Custom Reports, Report Folders, Report Extractions to various formats, Dashboards, and Email generation according to application requirements.
* Implemented call center management functionalities to retention and monitor customer activities.
* Expertise in configuration and customization of **Salesforce.com** application.
* Experienced in Data Migration, Integration, **and Force.com** API designs.
* Solid experience in Managing Leads, Campaigns, Offers, Products, Pricing Lists in Salesforce .com
* Knowledge of IVR application for self serve options and CRM integration for Computer Telephony (CTI)
* Worked on CRM-**Salesforce.com** (SFDC both Sales cloud & Service Cloud).
* Experience with implementing the **Salesforce.com** processes related to Leads Management, Opportunity and Case Management.
* In depth knowledge Rational **Unified Process (RUP) methodology, Use Cases, Software** Development Life Cycle (SDLC) processes, Object Oriented Analysis and Design (OOA/D).
* Extensively involved in Scrum Methodology (Agile) and Waterfall and specialized in verification & Validation and entire SDLC model
* Creating and updating the status of tickets, to ensure that the cases were handled according to service level agreement (SLA).
* Experience working in complex, enterprise, global Salesforce .com and/or Apttus implementations
* Hands on experience in design, develop and implementing applications like Sales, Marketing, Partner Portal, and Service cloud and Support modules.
* Knowledge of IVR application for self serve options and CRM integration for Computer Telephony (CTI)
* Experienced in **EDI** and **HIPAA** with multiple transactions involving **claims handling** and **processing, with payer** and **provider experience** (**270 & 271, 276 & 277, 820, 837 P/I/D, 834, 835**)Proficiency in documenting **Test Cases, Test Plans, Test Strategies, scope document and mapping document**.
* Skilled in customizing standard objects like Accounts, Contacts, Opportunities, Products, Price books, Cases, Leads, Campaigns as per client’s need.
* Working expertise of industry standard methodologies including Business Process Modeling (BPM), Rational Unified Process (RUP), Waterfall, Spiral and Agile with SCRUM.
* Experience with ETL and Business Intelligence (reporting) tools such as **Informatica, OWB, OBIEE, SAP BO** and **COGNOS**.
* Creating and updating the status of tickets, to ensure that the cases were handled according to service level agreement (SLA).
* Work with management to identify new and creative opportunities to leverage on-line tools, SFDC, Marketo, and other applications to support improved lead generation processes.
* Solid experience in integrating Siebel with Salesforce
* Participated in User Acceptance Testing (UAT), coordinated with clients for better quality, developed user acceptance test plans and test cases, coordinated user acceptance testing and issue resolution
* Worked on sales cloud and service cloud to improve business process.
* Work with Outside Vendor (OSV) partners to maintain and foster excellence within new-hire and continued learning.
* Extensive experience in defining Siebel answers & dashboards in OBIEE.
* Provide training and coaching in the use of CPQ CRM systems. Identify training and development gaps and create plans to address.
* Extensive experience in documenting Functional specifications, Data Mapping Documents, Testing requirement documents, Production support documents, Use Cases, and Use Case & process flow Diagrams.
* Expertise in Problem solving and Bug Reporting using Bug Tracking Tools.
* Expertise in writing, Maintaining and Executing Test plans, Test procedures, Test Cases and generating software defect reports for the developers
* Excellent interpersonal communication skills and a good team player

**TECHNICAL SKILLS**

* **Business Tools:** Rational Suite (RequisitePro, Rose, ClearQuest, ClearCase), MSVisio, MSProject, MSAccess, MSOfficeSuite, Visual Paradigm, Doors Erwin DataModeler4x, Business Object (Crystal Reports).
* **Business Skills:** Business Definition Requirements, Business Process Analysis, Gap Analysis, Use Case Modeling & Analysis, Business Environment and Market Research Analysis
* **Methodologies:** RUP,OOAD,AGILE, UML&Business/DataModeling
* **CRM Tools:** Salesforce , Siebel, Sugar CRM, Microsoft Dynamics
* **Testing Tools:** WinRunner, LoadRunner, Test Director, Quick TestPro, PRTracker
* **Operating Systems:** WindowsXP/95/98/NT/2000,MacOSX,DOS,UNIX,Linux
* **Databases:** Oracle8i/9i;SQLServer7.0&2000;Access2000,MSSQLServer,MySQL, DB2
* **Content Management Tools:** Documentum, SharePoint, Interwoven, File Net
* **Languages:** UML (Use case , activity diagram, sequence diagram, data flow diagram, component diagram),C,C++,HTML, Java, SQL,PL/SQL,ASP.NET

**EXPERIENCE:**

**Tracfone Wireless, Miami, FL July 14- Till Date**

**Salesforce Business Analyst**

As part of the Tracfone’s CRM roadmap to improve customer experience and revamp customer centric applications, I was part of the customer marketing and retention project and was involved in the requirements gathering, analysis, design, development & configuration of a save offers rules engine integrated into the Salesforce CRM Infrastructure. As a part of the project Avaya was used to automate business processes related to call center operations including management and tracking of customer accounts via IVR and CTI, Also, integrated Avaya communication solutions with Salesforce to improve customer experience, call center performance, Call handling and routing, and agent efficiency.

**Responsibility:**

* Conducted user interviews, gathered requirements, analyzed the requirements using RUP methodology and documented the requirements using Rational Requisite Pro.
* Interacting with the stakeholders to get a better understanding of client business processes and gather business requirements.
* As a functional analyst participated and organized JAD sessions with the Business, Architecture and Development teams.
* Maintain up-to-date and accurate records within the Salesforce .com database. This includes items such as account profiles, individual Contacts details, opportunities and communications.
* Involved in Product Configuration and created customized business rules as per user requirements.
* Managed accounts and leads within Salesforce.
* Created the CRM for the sales team for the status of the leads and also for the support of the existing customers.
* Configured Oracle Real Time Decision Engine to meet requirements defined by business.
* Responsibilities included interacting with users, gather empirical data to establish adoption level, gathering requirements, defining business rules, mapping requirements to Vanilla Salesforce, Performing gap analysis, and feasibility study.
* Familiar with Syntellect Phonelink CTI Salesforce application which is used to provide agents with click-to-dial and screen pop capabilities
* Configuring call Center processes - Service Requests, tasks etc
* Integrated the Web Services for extracting the data from third party internal systems to display in the pages of Salesforce .com.
* Designed and developed Use Cases, Activity Diagrams, Sequence Diagrams, and OOD using UML.
* Experience working across various SFDC implementations covering Sales Cloud, Service Cloud, Call center, Chatter & App-exchange applications.
* Created four different support groups based on record types in Salesforce .com application to handle partner cases.
* Developed S-Controls to manage sales plan call sheets within Salesforce, capturing prep data and call activity.
* Developed field & page layout customization for the standard objects like Account, Contacts Center, and Leads.
* Developed Test Plan and reviewed and wrote test cases, data creation to perform SIT & UAT testing tasks.
* An end-to-end exposure on force.com business sales cloud applications Analysis and development.
* Design, implement, unit test, maintain, and troubleshoot various applications and integrations with Salesforce .com.
* Regular activities include upgrading the application as per requirement, work with the vendor to troubleshoot issue with the product, on call support, maintaining the application that includes manager and agent software upgrade, applying software fixes.
* Developed ongoing Integration to get Accounts and Contacts data from Partner Database into Salesforce .com on daily basis using Informatica.
* Implemented S-Controls to manage sales plan call sheets within Salesforce, capturing data and call activity.
* Used web-to-case functionality to create cases in **Salesforce .com**.
* Created user Profiles, Record types, security controls and sharing settings.
* Created workflow rules and defined related tasks, time triggered tasks, email alerts, filed updates to implement business logic.
* Responsible for applying object oriented analysis and design (OOAD) principles to create domain models using UML
* Created, new Project Methodologies, requirements, processes, and test cases.
* Involved in GAP Analysis to know AS-IS and TO-BE position of project before preparation of Functional Specifications (FSD) and Business Blueprint (Business Requirement Document (BRD)
* Got involved in the User acceptance Testing (UAT) and SIT and documented the test scenarios and outcomes.
* Configuration of Contacts Center for Customer Service Teams
* Created users, roles, public groups and implemented role hierarchies, sharing rules and record level permissions to provide shared access among different users.
* Extracted the Salesforce CRM information into BI Data Warehouse using Force.com API/Informatica on Demand to provide integration with oracle financial information to perform advanced reporting and analysis.
* Worked to simulate a Contacts Center like interface for Prepaid customers
* Trained business users on OBIEE and created training manual.
* Worked with business user to define the product hierarchy in product catalog and finalize the approach for setting up of product / pricing templates.
* Knowledge on web services, callouts, outbound messaging and single sign on settings.
* Integrated the Web Services for extracting the data from third party internal systems to display in the pages of Salesforce .com.
* Contributed to Design decisions in developing End-to-End design principles.

**Environment:** Salesforce, Oracle, MS Office, Call Center, Call Flow, MS Project, Visio, MS Project, Product Catalog, CAM, ICAM, SAP R3.

**BCBS, Chicago, IL Mar12–Jun 14**

**Salesforce Business Analyst**

BCBS is a company that provide full-service healthcare; it provides medical staffing, home health and wellness services in communities nationwide. Implementation of Salesforce CRM provided a real time, business visibility by reducing the usage of multiple systems to track down the business and help the sales and marketing teams to manage their opportunities pipeline more efficiently.

**Responsibility:**

* Involved in gathering and documenting the requirements that were critical to the business process and using those requirements to design application using a Use Case approach.
* Created Use Cases, Collaboration, Object Sequence, Object Interaction and State Diagrams for new features, developed Vision Document, SRS documents
* Worked on various aspects of Salesforce Application like visibility rules based on positions and responsibilities.
* Configured Dynamic products with variable attributes and integrated price lists with products in Salesforce.
* An end-to-end exposure on force.com business cloud applications Analysis and development.
* Implementing sales cloud and service cloud for different business.
* Experienced in interacting with business users and executives to identify their needs, gathering requirements and authoring Business Requirement Documents (BRD), Project Charter and Project Approach Documents
* Integrated the SOAP and Rest based Web Services for extracting the data from external systems to display in the pages of **Salesforce .com**.
* Identify and communicate with Vendor Application points of contact to retrieve crucial support information
* Worked with Marketing, Sales and Legal teams to continually improve use of CPQ tool and Salesforce .com.
* Created scheduled apex that ran every day to process data from Salesforce and SQL tables.
* Created reports and dashboards on the data.
* Designed and developed project document templates based on SDLC methodology.
* Participate in daily SCRUM meeting and engage with development team(s) to communicate requirements, coordinate plans and progress, and assist in developing prototypes to validate user requirements, using SCRUM and Agile methodology.
* Designed, developed and deployed Apex Classes, Controller Classes and Apex Triggers for various functional needs in the application.
* Setup various offers and campaigns in Salesforce and presented them based on customer segmentation.
* Responsible for defect and change management.
* Worked on various subsystems within the **MMIS** including but not limited to Recipient Payer, **EDI** etc.
* Responsible for attaining HIPAA EDI validation from Medicare, Medicaid and other payers of government carriers Documented and executed test cases
* Used clinical analyst and business analyst skills to document EMR system requirements, work flow and hardware assessments in the physician practice and clinic setting.
* Implementing **Sales Cloud, Service Cloud, and Chatter** and **custom** applications in Force.com.
* Worked on various Salesforce .com Standard objects, Custom Objects, Page Layouts, Custom Pages, Views, Reports and Dashboards.
* Worked with various Salesforce .com objects like Accounts, Contacts, Leads, Opportunities, Reports and Dashboards.
* Designed, developed and deployed the Custom objects, Page layouts, Custom tabs to suit to the needs of the application.
* Implemented **Sales Cloud** and service cloud to improve customer retention and service delivery process improvement.
* Involved in **claims** submission and payment (remittance) retrievals and used ASC X12N 820 for the In-bound premium payments, ASC X12N 834 for the Inbound Enrollment and Maintenance, ASC X12 276/277 for the **claim**s status enquiry and response and ASC X12 835 for the Healthcare **Claim** Payments.
* Identifying the troubles or problems raised by customers in remedy and solving it with satisfactory answers.
* Worked with the management for improving and giving new ideas for designing future processes of the HIPPA
* Experience with Medicare and Medicaid: **Claims processing**, **Medicaid billing, Membership**, and Eligibility Verification and **Care management.**
* Create Mapping documents, **ETL** technical specifications and various documents related to **data migration**.
* Wrote complex SQL queries to extract and validate the data from the **Facets** database.
* Writing complex SQL Queries to test the Data Stage **ETL** process.
* Maintain and support the objectives of current Customer Relationship Manager (CRM) and Apttus Configure, Project, Quote (CPQ) systems
* Experience in conducting GAP analysis, User Acceptance Testing (UAT). SWOT analysis, Cost benefit analysis and ROI analysis.
* Used SOQL & SOSL with in Governor Limits for data manipulation needs of the application using Force.com Explorer.
* Interface with clients from Operations, Marketing, Sales, Technologies, and Outside Vendors and act as their customer interface point as the lead of the Projects.
* Applications- Salesforce .com, Business Objects, SAP, Seibel, SharePoint
* Logging cases against the customer issues and working around them by giving prompt solvable replies.
* Supporting BAT and UAT with testers.
* Worked on defining interfaces and data mapping between Siebel and various applications accessing Siebel downstream Schema to access data including OBIEE for reporting.
* Systems integration test, SIT Regression, Functional testing & UAT Phases.

**Environment:** Salesforce , Samson, Watson, Apttus, Agile, SQL, Call Center, IVR, Oracle, Marketo, OBIEE, iCAM, ESP OID, Scrum, CPQ, OAM, TAM, RSA, ROI, Streamline, Business Objects, MS Office, MS Project, Visio.

**Fannie Mae, Reston, VA Jan10- Feb 12**

**Salesforce Business Analyst**

Responsible for the requirements gathering for customer centric application focused on providing better customer service by enabling welfare employees a view of customer information including incidents, activities, hearings etc

**Responsibility:**

* Performed requirement gathering & analysis by actively soliciting, analyzingandnegotiatingcustomerrequirementsandpreparedtherequirementsspecificationdocumentfortheapplicationusingMSWord.
* Conducted user meetings, gathered requirements, documented requirements, conducted JAR/JAD sessions, developed solution approach for Siebel
* Involved in gathering requirements for creating various data elements, various attributes, pre-defaults, drop downs, read only / editable fields, auto generation, calculated fields, constraint pick lists, multi value groups and data mapping for one time and batch loads
* Hosted weekly status meetings, demos and presentations for the stakeholders and other team members
* Performed one time data migration to get Accounts and Contacts data into **Salesforce.com**.
* Vendor RFP and SLA Requirements Definition from both a client and provider perspective.
* Used standard account merge functionality of **Salesforce .com** for de-dup.
* Managed user accounts by creating roles, profiles and user group, security controls, personal information setup, password reset, updating company profile and Network access setup.
* Played a major role in bringing up a new Application Support Team on the POS System; including internal and vendor SLA performance review, gap analysis and documentation.
* Developed new sharing model to share Partner Accounts with Account Managers.
* Responsible for architecture in **Salesforce.com** modules internally and also with out of box functionality.
* Implemented sales cloud and service cloud to improve customer retention and service delivery process improvement.
* Configured complex work flows and Approval processes to meet business requirements.
* Responsible for understanding the data migrating requirements and analyze data to be loaded from legacy systems to Salesforce.com.
* Worked with various Salesforce.com objects like Custom Objects, Accounts, Contacts, Leads, Opportunities, Cases, Reports and Dashboards.
* Featured key promotions and other offerings within the CPQ tool.
* Configured PSP engine, price lists and dynamic products.
* Managed approved projects through the lifecycle, including change requests, issues management, risk management, status reporting

**Environment:** Salesforce, Product Catalog, CPQ, Apttus, MS Office, MS Project, SQL, Informatica, SSIS, Visio, Quality Center, EIM, QTP, Access

**Clearwire, Seattle, WA Aug 08- Nov 09**

**Business Analyst**

Clearwire is a leader in communications, provides connectivity to residential and business customers through wireless voice and data communications, local and long distance phone services, high speed and wireless Internet access, IP-broadband services, e-business solutions.

**Responsibility:**

* Researched the various steps in the lifecycle of Agency Appointment and Audit process and then facilitated to construct the System
* Prepared Business Requirements Document, System Requirements, Gap Analysis, Upgrade and Integration Approach, Infrastructure requirements.
* Assisted the Project Manager in preparing the Project Plan delineating Timeframe and Resources requirements.
* Responsible for the preparation of the Design Documents that listed the Screens, Applets, Views, BO, BC, Field Mappings, MVGs, Joins, Links, LOVs, PickLists, Responsibilities etc.
* Prepared the Data Flow diagrams, ERD, Screen Mockups.
* Involved in GAP analysis, JAD, and preparation of workflow diagrams.
* Involved in understanding the customer requirements and mapping the business.
* Involved in various Project Phases w.r.t Siebel Implementation.
* Resolved issues that crop up while gathering Sales, Service, Order requirements from corresponding teams.
* Configure email Response to send automatic emails to customers
* Created Outgoing and incoming workflows for EAI data synchronization.

**Environment:** Siebel 7.5.3 tools, Siebel Field Service, Siebel Sales, Siebel Call Center, WinRunner, LoadRunner, QTP, Test Director, Siebel VB, Siebel Analytics, XML, MS Access, SQL, Sales force Automation, Visio, Rational Requisite Pro, MS Project, Smart Draw.