

K R Hemalatha

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Job Objective

Seeking a Management, Non-Teaching or Teaching job with an organisation of repute preferably in Chennai.

Profile Summary

- Handling admissions and collecting fees for the academic year
- Responsible for all the events held in the school.
- Responsible for the Marketing and advertising of the School to the public.
- Organising Field activity for the Teachers and staff to increase the admissions.
- Handling PTA meeting on term wise.
- A dynamic professional, with 9 years of diversified experience, handled Customer assignments with distinguished, team lead positions in various organizations.
- Expertise in concepts of end-to-end Customer Service Operations and also to with Channel Management across Chennai & ROTN (Salem-Erode)
- Good exposure in end to end back office Management with tight KPI metrics.
- Good Leadership skills to handle a team size of 15+ members
- Able to interact with all support functions in line with qualitative delivery
- Exposure in process re-engineering in line with better delivery.

Experience in School:

Mar'03 to Mar'06

Holy Angels Matriculation School - Coimbatore.

Role:

- Handling admissions and collecting fees for the academic year
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Organisational Experience

Since July 2015 to Dec 2015

Idea Cellular Limited, Senior Executive - CRM & Retentions

Designation: Senior Executive

Team Size: 5

Role:

- Responsible for managing Collections / Retentions / Customer Service pertaining to Entire TN circle.
- Ensuring the delivery in line with stipulated TAT for all the MIS reports related to Retentions to the corporate.
- Exclusive customer relationship with High Value and SME customers and there by reduction of churn.

Since May 2012 to April 2014

Aircel Cellular Limited, Executive - Credits & Collections

Designation: Executive

Team Size: 14

Role:

- Responsible for managing Collections / Retentions / Customer Service pertaining to Chennai Zone.
- Handling a team of 14 members for delivering various operations of Credit & Collections at Agency level.
- Splitting the base into bucket wise and handling through different collection agency for collection.
- Ensuring the delivery in line with stipulated TAT process without compromising quality
- Management of Key performance indexes (KPI) in line with business requirements
- Ensuring special focus on the High Value and SME customers and there by reduction of churn
- Management of people metrics like shrinkage / attrition / man hours.
- To have the management updated on all parameters within the MIS (Management Information System) preview.

Additional Responsibilities:

- Handling Precheck validation of new logins into the network thru SNIFFER tool.
- Maintaining the TAT for new activation to adhere the SLA for the circle.

**Since Sep'11 to May'12
& Credits)**

Aircel Cellular Limited, Chennai as Executive - Risk Management (Dunning

Designation: Executive
Team Size: 9

Responsibilities:

- Responsible for Exposure Monitoring - Day wise Operations - Dunning - Entire Chennai Circle
- Monitoring National & International Roaming usage for Customers (HUR,SUR Alerts)
- Monitoring Customer usage based on Fraud Management Alerts
- Customer communication on payment reminder / CL to be sent as per the defined Logic.
- OG Barring as per policy & Barring < 10% & I/C Suspension as per policy
- Assigning Credit Limit Policy & Communicating Credit Limit to the customers,
- Closure of All CCR related request / complaints
- Implementation of auto dunning process thru CCMS.

MIS:

- Preparing the overall Collection MIS (Team wise)
- Bill to Bill, Bill Pending wise, BC wise, Segment wise Collection MIS
- Agency Performance MIS
- Post paid Barring, Incoming & Outgoing Barring Trend MIS
- Base Allocation
- First Bill Defaulters Analysis

**Since Nov'10 to Sep'11
Service**

Aircel Cellular Limited, Salem Zone as Executive - Collections &

Designation: Executive
Team Size: 9

Role:

- Responsible for managing QRC& Collection Team - 12 Channel Partners end to end operations (Collections / Retentions / Customer Service).
- Handling a team of 9 members for delivering various operations of customer service at Channels.
- Ensuring the delivery in line with stipulated TAT process without compromising quality
- Responsible for customer life cycle management with retention centric approach.
- Management of Key performance indexes (KPI) in line with business requirements
- Revival from Churn major responsibility and customer relationship program
- Maintaining CSAT score more than 90%.
- Management of people metrics like shrinkage / attrition / man hours.
- Welcome call to educate the customer of the bill plan and benefits
- To have the management updated on all parameters within the MIS (Management Information System) preview.
- Development of second line managers with the objective of succession plans.

**Since Apr'08 to Nov'10
Channel Management**

Aircel Cellular Limited, Salem Zone as Executive - Customer Service &

Designation: Officer
Team Size: 6

Role:

- Responsible for 2 Retail outlets on complaint management, customer interface, Retention & manage Service Level Agreements to improve service standards.
- Ensuring special focus on the High Value and SME customers and there by reduction of churn
- Ensuring that all the back end requests and complaints will be resolved within TAT
- Actively coordinated with finance team & department heads for the Retention tools and for the required approvals.
- Ensure that all the team members will have good calibration with all their team mates.
- Responsible for tie up with vendors for Loyalty programs
- Hand holding of Loyalty customers with regard to service
- Welcome call to educate the customer of the bill plan and benefits
- Maintaining CSAT score more than 90%.

- Obtaining approvals for Waivers - wrong billers and adhered to the SLA in clearing the same
- Undertook all activities related to monthly rentals like Charging, providing free call benefits, providing call Slabs opted by the customer.

Since May'07 to Apr'08 Aircel Cellular Limited, Chennai as Off-Roll Executive - QRC Team Lead & Channel Management

- Assuring the Targeted Collection Performance (B2B/MTD/DD) to 93%, 98% & 70% respectively for the allotted 6 End to End Channels .
- To maintain Churn <2.5% /HNI churn<0.75% on total HNI base & reduction of 10% revenue churn Mon on Mon.
- Exposure Monitoring, Barring Management and also to maintain <1% of current charges as Waivers & Adjustments.
- Efficient management of non technical complaints within service level agreements.
- Customer refund management and also responsible for Customer base life cycle management.
- Regular courtesy visit on procuring feedback on the service and latest updates to channels showroom to ascertain their performance.
- Managing External Collection agencies for Collection
- Networking and coordination with Operations, MIS, Finance and IS team.
- Development and Training for channel employees on regular intervals and also In-House tem under operations.
- Periodic analysis of Market Trends based on collection
- Preparation of Daily, Weekly Monthly Reports & Monthly review presentations for the region
- Day to day actives Co-Ordinate with Supporting Function (Sales, Marketing and Finance).
- Coordinating Network & Technical team for all the escalations related to Network and issues while roaming.
- Organizing for all external training held for In-house and Channel team.

Since Apr'06 to Apr'07 Airtel Ltd., Salem as Provisioning Executive Billing & Credit Control

Designation: Executive Billing & Credit Control
Team Size: 8

Role:

Activation & AV Activities:

- Capturing of data from the physical CAF into specific flow in the system.
- Account Creation, Del Creation in Order Management.
- Single point spoc for the particular connects for all the activation, AV, service & Collection Activities.

Post Billing Activities:

- Obtaining Waivers for the wrong billers and adhering to the SLA in clearing the same.
- Rectification of the Bill packages and Reworking of the Bills from Minute Based to Pulse based and vice versa and getting waivers incurred due to rework.

Packaging Activities:

- Provisioning of the Billing plans opted by the customer-using ARBOR BP.
- Online Tariff Migration: Changing of Tariff Plan between billing cycles.

Collection & Retention Activities:

- Resolving billing issues & achieving collection targets.
- Monitoring of Key & Corporate Customers' outstanding and collection follow up on daily basis
- Handling voluntary calling process for Zone for Retention activity.
- Organizing customer service camps to generate new customers as well as collection.
- Weekly Review with the team on deliverables and generating reports related
- Conversion of unhappy customers to joyful with customer delight program reducing churn

Mar'03 to Mar'06

Holy Angels Matriculation School - Coimbatore.

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Highlights:

Aircel Cellular Ltd.

- Received the Best Employee Customer Service Award for the Quarter 2010 for ROTN

Airtel Ltd.

- Received Top Performer for the 2006 for Top sales and Service for Salem Zone

Education

2000 B.Sc (Chemistry). Sri Saradha College for Women (Salem) -Second Class
 2007 MBA (Human Resouce) - Periyar University (Salem)

Personal Details

Husband'sName : K. Selvakumar
 Date of Birth : 01-06-1982
 Nationality : Indian
 Marital Status : Married
 Languages Known : English, Tamil

Reference:

Mr.K.Mohan - Aircel - Manager (Collections & Retentions) - 9941699333

Mr.K.Karthick - Airtel - Manager (Retentions) - Coimbatore - 9841022625

Declaration:

I hereby declare that the above furnished details are true to the best of my knowledge and belief.

Place: Chennai
 Date:

K.R. Hemalatha