

Profile Summary

A competent professional with ~14 years of experience in customer engagement. Currently Heading Financial Product Customer service, Service to Sales (Cross sell/upsell) for leading NBFC. Prior to this managed CC operations for Customer service, Retention, Renewals, persistency, and digital sales for BFSI products. Currently seeking middle to senior level assignments in Management with a leading organization reputed in BFSI sector.

Core Competencies:

~ Customer Service/Customer engagement	Cross Sell/Upsell (BFSI Products)	CC Operations Management
~ Persistency/Renewals	Campaign & Data Management	Retention
~ Client Relationship Management		

- An out-of-the-box thinker with proven track record of establishing processes. SOPs to streamline workflow
- Excellent interpersonal skills with problem solving logical thinking and analytical abilities
- Proficient in quality control procedures, specialize in applying problem solving and troubleshooting skills to meet expected SLAs
- Innovative mindset with logical analysis to develop processes to enhance CES (Customer Efforts score)
- Sales and Renewal expert with a keen eye on quality standards to increase company's AUM along with servicing
- Handy experience in pre & post sales Servicing for BFSI Products
- Identifying Cross Sell/Upsell opportunities & Establishing Sales strategy to boost contribution to overall business
- Designing Strong governance structure to ensure regular reviews of the processes designed and its impact on customer experience
- Project Leader: Lead, manage and execute different projects which can help to improve customer experience along with company business retention through S2S
- Skilled at establishing and maintaining mutually beneficial company client relationships
- Excellent ability to communicate with vendors to ensure SLA achievement
- P&L management to achieve revenue growth and keep cost of acquisition and profitability under defined standards
- Caring mentor with task master (win at any cost)

Accomplishments in current role:

- 56% NPS score for the FY-22
- S2S (Cross sell/Upsell) contribution to overall biz from 18% to 34% in the span of 1.5 years
- End to end IVR development to reduce call volume by 22%
- Self Service Application development started which will further reduce cost along with improving customer experience
- Cost to acquisition reduced by 28% from FY-2021 to FY-22
- **Exceed Expectation** in previous appraisal

Significant Accomplishments previous roles:

- Best Service partner for Manipal Cigna Health Customer service
- **Best Manager** Recognition in 2016 for HDFC Life Pre & post Servicing
- Bagged **Rising Manager** Award as an assistant manager.
- Awarded with **Star awards** for consecutive three quarters as an assistant manager
- Received Award for the Best Idea in Dec'15-March'16 in process designing for pre issuance servicing
- Bagged an award in very early stage of my career, Awarded as best debut player of the process history

Additional Skills/Strength:

- Master diploma in Software management (2 years)
- Underwent a workshop on “**Design Thinking**”
- Six Sigma Green Belt (NPS project for Manipal Cigna health)
- Pursuing 1.5 years Diploma in **Data Science & Analytics through machine learning** (Power BI, R & Python)

Organizational Experience:

Poonawalla fincorp (Magma Fincorp Ltd.)**Dec'19 – Till date**

General Manager (Customer Service & Cross Sell)

Teleperformance (Erstwhile Intelenet & Serco Global Services)

Apr'16 - Nov'19**Manager (Ops) – HDFC Life, Manipal Cigna Health & Lodha Developers****Oct'13 - Apr'16****Asst. Manager HDFC Life Sales & Services****Dec'11 - Oct'13**

Team Leader HDFC Life Sales and services

Jan'11 - Oct'11

Team Leader LIC Broking

Andromeda Marketing

Jul'08-Mar'10

CSA Royal Sundaram General insurance (End to end Sales)

Mar'10-Dec'10

Team Leader RSA General & Aegon Life (End to End Sales)

Academic Details

- 10th From UP Board
- 10+2 From UP Board
- BBA from Swami Vivekanand Subharti University (Meerut)