



## B PRAVEEN NAIDU

*An achievement-driven professional, targeting senior level assignments in **Customer Service Operations** with an organization of high repute  
**Location Preference:** Nagpur/Pune*

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### Profile Summary

- A goal-oriented professional, with nearly **29 years** of experience in **Customer Service, Quality Assurance, Client Relationship Management, and People Management, Sales and collection in NBFC sector.**
- Excellence in managing customer service operations inclusive of implementing **short / long-term plans**; managing teams with focus on **excelling business targets & service delivery metrics**
- **Keen customer centric approach** with skills in addressing customer priorities and resolving escalations within prescribed TAT, thereby attaining customer delight and high compliance scores
- **Drove business relationships with customers** to increase the customer base through offering various asset products, solutions & services
- Acknowledged as **PAN India Rank 1** in Customer Service in **7 out of 8 years** for FY 2013-20
- Skilled in assessing the **customer feedback**; capabilities in identifying improvement areas & implementing measures to maximize customer satisfaction levels



### Core Competencies

Customer Service / Satisfaction  
Project Management  
Phone Banking

Escalation / Complaint Management  
SLA Management  
Training & Development

Service & Quality Improvements  
Liaison & Coordination  
Team Management



### Notable Accomplishments Across The Career

- Poonawalla Fincorp Ltd., (earlier know as Magma Fincorp Ltd.) Conferred with:
  - **Customer Delight Award (Pan India)** from Chief Operating Officer
  - **Top cross sale pan India for 6 years**
  - **YOY best customer service manager**



### Work Experience

Poonawalla Fincorp Ltd., (earlier know as Magma Fincorp Ltd.) Senior Manager  
till date

Customer Service Group – Customer Service Manager

#### Key Result Areas:

- Steering focus on **Customers 'product and support' experience**
- Managing escalated customer issues from customers to **RBI, Managing Director & Nodal Officer**
- Acting as **Grievance Redressal Officer** for Maharashtra Zone including 23 branches
- Analysing & designing the process improvement framework and resolving customer escalation which are raised to executives
- Conducting Root Cause Analysis (RCA) and ensuring timely submission of report to the **Reserve Bank of India**
- Heading a team of **30 Customer Service Officers** for managing customer complaints for ABF, HL & SME Loans with a focus on cross-selling
- Supervising complete operations by ensuring systematic identification of resources & development of plans for achievements of SLA & Quality
- Delivering process training and collaborating with departments for consistently achieving set targets keeping customer satisfaction as the primary objective
- Analyzing the business potential and implementing plans to drive channels for attaining business targets, and achieving

desired targets

Valiant informatic, Manager

4 years

Growth Path

Jan'01 – Apr'06: sales office

May'03 – Apr'04 Manager sales

May'4 – April06: Team Manger

Key Result Areas:

As Project Manager

- Collaborated with existing customers & vendors for successful sales upward movement
- As manager was taking care of entire city market, had sales number increased to three times of what I received at.
- As Team leader was taking care of entire Vidarbha.

As Customer Service Manager

- Steered a team of **18 Officers** managing customer queries regarding **CASA, Home Loan, Personal Loan, Auto Loan** and other asset products, with a focus on cross-selling
- Motivated team of **Phone Banking Operators** on both inbound & outbound calls; guided **Inbound Team** to ensure they answered questions knowledgeably & thoroughly
- Mentored the team on target achievement and performance management parameters
- Conducted team meetings and organized weekly & monthly leadership meetings
- Worked towards exceeding & meeting departmental objectives, including targets conversion, & lead generation
- Motivated staff to reach set goals through contests and rewards
- Administered escalated customer issues directly from customers to **Managing Director, RBI & Nodal Officer**
- Ensured **Grievance Redressal** for escalations to senior management for all verticals, products and HNI customers
- Conducted **Root Cause Analysis (RCA)** for submission of report of escalated cases to the **Reserve Bank of India**



Ashok Leyland Finance, Field Office

Nov.'92 – Aug.'97

Worked as Medical Represtative

Nov.'88 – July '92

Had own business in between



- **B.Com.** from Nagpur University in 1988



Date of Birth:

14<sup>th</sup> July 1966

Languages Known:

English, Telugu, Hindi, & Marathi

Address:

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