

HEMANT RATHOR

Mobile: +91-8237411305 ~ E-Mail: mail2hemantrathor@gmail.com

Godrej Infinity Keshav Nagar, (Pune)

BRIEF OVERVIEW

- **B. Tech (Computer Science) with first-class** from Rajasthan Technical University, Jaipur.
- **General Management executive program, Business administration and strategic management** from - IIM Lucknow"
- **Professional with over 4.9 years of experience in Product, COE & Call Centre Campaign Management** – Rural Lending – Bajaj Finserv and **12 months experience in COE/Call Centre at Poonawalla Fincorp.**
- Well, equipped with Product Development & Design finance product on System, Involve in data analytics related assignments and Campaign Management.
- 1.5 years of experience in IBM UNICA Campaign development and managing campaign-related activity.
- Designed a Plan for all the Campaigns by implementing the Business Logic.
- Capable of grasping new technical concepts quickly and constructively utilizing them.

Strengths:

- An analytical mind with the ability to think clearly and logically. Ability to work accurately and pay attention to details.
- An enterprising leader with abilities in leading multi-skilled motivated teams in achieving organizational goals and industry best practices.
- Excellent spoken & written communication skills, problem-solving and leadership skills.

ORGANISATIONAL EXPERIENCE

POONAWALLA FINCORP

01-Jun-21 to till date

General Manager – Digital Sales (Call Centre Capabilities)

Key Highlights:

- Call Centre Transformation, New Business Requirement, System Automations, Technology Troubleshoot, Solution Implementation, and tracking.
- Reduce delivery time, cost maintenance, efficiency. Identifying and reducing manual as well as duplication of effort across initiatives within the Contact Centre.
- Effective Dialer Management and monitoring. Data analysis for productive output. Performance monitoring and Data optimization.
- Taking initiatives to implement new ideas which are helpful for process improvement.
- Create Visualizations and reports for assigned projects for the Contact Centre.
- Coordinate with external partners for cross-organization API build.
- Launched the IVR system for the Contact Centre. Automate inbound calls by allowing businesses to interact with customers.
- Collaborate with IT and Operation teams to ensure smooth flow of business activities.
- Testing, managing, and monitoring new projects for better and smooth business prospects and better business opportunities.

POONAWALLA FINANCE**14-Dec-20 to May 31-05-21.****Chief Manager - COE (Call Centre Capabilities)**

- Measure campaign conversion reports for insights on intelligent segments identified, analysis and share campaign efficiency.
- Data penetration in various segments. Data allocation and cooling off between different products campaigns segment mix in acquisition.
- Forecast and analyse data against budget. Prepare reports on statics, rate, and performance
- Manage incentive operations including calculations, validation and roll-out of business incentives.

BAJAJ FINANCE LTD. – BAJAJ FINSERV**Sept'18 to till Nov '20****Sr Unit Manager - Campaign Management (Call Centre-Rural Term Loan)****Key Highlights:**

- Analysis of the Segment performance. Maximize conversion on pre-approved offer pool to enable the business to deliver overall targets.
- Campaigns generate the exact Target Customers as per Business Logic's followed by the Offer broadcasts through various Channels such as SMS, ChatBot.
- Data provided to call centre and product team for RPL, RSL & RDL (Touch-free & Non-Touch free). delinquency mapping for each campaign.
- Risk and IT teams to ensure smooth execution of campaigns Systems Understanding & Data Analysis.
- Working on major projects for Contact Centre transformation, Regional call centre delivery, ZBB, BCP, WFH and various integration & development project for the Rural term loan vertical.
- Partner coordination for product innovation, integrations & building of new channels.
- Managing tele caller's productivity and using data efficiently.
- Closely with Senior Management to optimize, track business & overall business performance.
- Building the data science & providing the customer journey insights for the Digital Initiatives team.
- Interact with various stakeholders for driving projects/Call Centre i.e., Partners, IT, Verticals, BIU, etc

ORGANISATIONAL EXPERIENCE**BAJAJ FINANCE LTD. – BAJAJ FINSERV****March'17 to Aug '18****Deputy Campaign Manager (COE -Non- Consumer Durable)****Key Highlights:**

- Design Manage and support campaign-related activity in Oracle Responsys.
- Flowchart Development Using Processes: SELECT, EXTRACT, MERGE, SNAPSHOT, SEGMENT.
- Fetching data from multiple sources i.e. EDW data warehouse.
- Tracking the customer's response.
- Provide Adhoc data support to the Team related to Business.
- Coordination with Business for new requirement understanding.
- SQL/Oracle for data extraction and manipulation.
- Project Work & New System acquisition and development.

ORGANISATIONAL EXPERIENCE

BAJAJ FINANCE LTD. – BAJAJ FINSERV

Jun'15 to Feb '17

Assistant Product Manager (Rural lending- CD)

Key Highlights:

- Understanding and optimizing the current process, evaluating an alternative to the current process.
- Responsible for designing and launching new products and streamlining existing processes to increase new customer acquisition.
- Responsible for documentation and setting-up operational process from initiation to disbursal to the end of the loan
- Query resolution and troubleshooting on SFDC and Finnone, Coordinate with IT Team for enhancement and follow up.
- Execute and liaison with IT for product launch from BRD writing to Testing of scenarios & till the production moves smoothly.
- Design and launch contests and schemes for employees and Channel Partners. Design & Build processes & Key Strategic Initiatives to deliver the business targets.
- Engage in analysis relating to profitability, delinquency, and viability of all Loans products to support decision making.
- Initiate & Lead key projects for the Business which builds sustainability of profit & Responsible for Product Development, Portfolio Management and Analysis
- Ensure systems, processes, technology development and improvement is as per Business requirements
- Drive high impact business/technology projects within the business to achieve efficiencies and higher profitability.
- New process initiative – UAT, production control and enhancement.
- Monitor and optimize customer attrition. - Develop a robust communication process with customers to create sales as well as customer engagement.
- Design and execute various promotional campaigns and sales strategies to increase penetration.

SCHOLASTICS

- **B. Tech (Computer Science)** from Bansal School of Engineering & Technology, Jaipur (RTU) in 2013 with 65% marks.
- **Executive MBA** from IIM Lucknow under the EEP program.
- **SSC** from Rajasthan Board, Kota in 2007-08 with 70% marks.
- **HSC** from Rajasthan Board, Kota in 2008-09 with 65% marks.

Technological Skills (Dialer & CRM)

- Worked on best in industry CRM like **Salesforce, Finn One, Oracle, Lead Squared application and MS Dynamics.**
- Effective business **presentation, SQL, Tableau, UNICA Campaign management, Oracle Responsys and excel.**
- Worked on web-based predictive Dialer systems like **Genesis, Ozonetel** to provide predictive dialling solutions, enabling Contact Centre to effective execution and proactive customer communications.

IT SKILLS & CERTIFICATIONS

- ISTQB Foundation Level certified.
- Trained from the centre of Electronics Governance on “RHCE & RHCSA.
- Good Knowledge of SDLC and STLC.
- Good Exposure to Writing, Execution and Reviewing of Test Case & Scenarios.

BEYOND ACADEMIA

- **Winner of Excellence Award Nov’21** (an appreciation of Excellence work in setting up Dialer Integration with CRM for Call Center team.
- **Rewarded SPRINTER & appreciation certificates on fastest execution of product launch** – RDF, RVS, RCL, RDP, RAP, RFS, RCP (DPL) & CPP Insurance and UNICA Campaigns. Many times, rewarded as a **Business enabler award, KUDOS** and CHOCOLATE HEROS.
- Successfully delivered EMI Card process on ATOS platform.
- **Star of the Month September ’17, June ’18, Aug**
- **HEROS July ’19 Excellent Performance in** Call Centre Business
- **Winners of Lakshya trip** Singapore Feb ’17, Indonesia-Malaysia April ’18, Thailand ’19
- **A+ appraised employee in Rural Lending-NRCD vertical.**
- **Completed “General Management Program for Executives -IIM Lucknow”**

PERSONAL DOSSIER

Date of Birth : 10th June 1991.
Permanent Address : V/P Paraniya Tehsil- Kishanganj, Dist. – Baran (Rajasthan).
Languages Known : English, Hindi.
Marital status : Married

Place: Pune

[Hemant Rathor]