

## SARATH PRASAD

### Senior Technical Support Engineer – Customer Success & Adoption

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Senior Technical Support Engineer with a strong Customer Success focus, supporting US-based SaaS customers across onboarding, adoption, and retention stages. Proven in leading automation initiatives, driving outcome and value-based customer engagements, and collaborating cross-functionally with Sales, Support, and Product teams. Ready to transition into a people-management role with a track record of ownership, mentorship, and operational leadership.

### CORE STRENGTHS

- Customer Lifecycle Ownership (Onboard, Use, Extend) • Customer Success & Adoption
- Process Automation & Operational Efficiency • Cross-functional Collaboration
- Mentorship & Leadership Readiness • Escalation & Incident Management
- Customer Advocacy • Data-informed Decision Making • Critical Thinking

### PROFESSIONAL EXPERIENCE

#### Senior Technical Support Engineer (Customer Success – Focused)

[Oct 2023 – Present]

SimplifyEm Property Management Software (TRexGlobal Inc.) | Remote – Supporting US Customers

- Own end-to-end customer engagement for a portfolio of US-based business customers (mid-to-large accounts) across onboarding, adoption, and retention
- Led premium customer engagement workflows using automation and proactive outreach, reducing churn risk indicators and repeat support dependency by ~20–25% across premium accounts
- Drive outcome and value-based customer conversations aligned to customer business goals
- Designed and implemented automated follow-up workflows for unattended trainings and incomplete setups, improving engagement by 50%+
- Acted as the customer advocate by prioritizing and synthesizing customer feedback, collaborating with Product and Engineering teams to drive usability improvements that reduced feature-related support tickets by ~15–20%
- Coordinate complex feature implementations (Tenant Screening) with third-party partners (CIC, Trendsourc
- Mentored customers through personalized 1:1 training sessions, improving feature adoption rates by ~30% and reducing repeat support requests by 20%+
- Support expansion discussions and demo follow-ups in partnership with Sales and Customer Success stakeholders
- Documented recurring issues, root causes, and approved workarounds, and proactively shared them with the team, cutting average resolution time by ~45-50% and significantly reducing duplicate troubleshooting efforts
- Created and maintained internal communication channels to share ongoing bugs, known issues, and real-time updates, ensuring the team stayed aligned and customers received consistent responses

#### Technical Support Engineer

[Jan 2021 – Oct 2023]

Zoho Corporation Pvt. Ltd. | Chengalpattu, India

- Delivered enterprise-grade SaaS support across voice, chat, and email channels
- Collaborated with Sales, Renewals, and Product teams to resolve escalations and improve customer satisfaction
- Drove onboarding and cross-product adoption through proactive customer engagement
- Influenced process improvements by identifying recurring support patterns and gaps

## Campus Manager

[Sep 2017 – Jan 2019]

KrazyBee | Coimbatore, India

- Represented KrazyBee on campus, driving user acquisition, onboarding, and customer engagement initiatives
- Led on-ground marketing, verification, and support efforts to establish a strong campus presence
- Acted as the primary point of contact between users and the company, ensuring smooth issue resolution and adoption
- Contributed to rapid growth of the active user base at Karpagam Academy of Higher Education

## LEADERSHIP READINESS & IMPACT

- Led cross-functional initiatives to improve customer onboarding and engagement workflows
- Recognized for influencing without authority and driving adoption of new processes
- Frequently acted as an escalation point and knowledge resource for peers and customers
- Identified low cross-team interaction and proactively initiated a company-wide football tournament by launching a post on Zoho Connect, creating collaboration channels, enabling team formation, and executing the event involving 100+ teams, strengthening cross-team relationships, morale, and community in Zoho
- Served as Captain of Zoho Heat FC, leading the team to the Quarter Finals, demonstrating team leadership, strategic thinking, and accountability

## EDUCATION

### **B.Tech in Aerospace Engineering**

Karpagam Academy of Higher Education | 2016 – 2020 | GPA: 7.4

## TOOLS & PLATFORMS

**CRM & Support:** Zoho CRM, Salesforce, Zoho Desk, Zoho Voice, Zoho SalesIQ

**Automation & Integrations:** Zoho Flow, CRM Workflow Rules, Zapier

**Business Operations:** Zoho Books, Zoho Invoice, Zoho Expense

**Productivity Suite:** Zoho One, Google Workspace, MS Office