

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, Trendsource)
- 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

KrazyBee | Coimbatore, India

[Sep 2017 – Jan 2019]

- 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