

Nisha Sethi Girdhar

Digital Product Strategy | Delivery Excellence | Program Management

Digital Analytics | Customer Experience (CX) Planning & Reporting | Change Management | People Management

A versatile leader with 15 years of experience in the space of digital and data. I have experience and proven success in identifying growth opportunities and setting up digital strategy to drive higher value. Excellent at using data to articulate the vision and influence through storytelling. An outcome driven person with a flair for quickly motivating, focusing and organizing both business & technical.

Key Accomplishments

- Successfully transitioning work from global locations to provide **end to end digital delivery** support from India
- Setting up the **ways of working** for India Digital studio
- Transforming **complex stakeholder** equations into partners and building trust
- Supporting design and data for over 500,000 retail customers
- Successful engagement with **tech & ops** teams to integrate into one common agile team
- Upskilling the team from practitioners and analytics to storytellers
- Setting up of organisation's very first Digital Analytics teams in India, followed by helping in recruitment in UK, HK and Europe

Work Experience

Senior Manager, Digital Experience - Fidelity International

Senior Manager
Manager

Jan 2021 – to date
Sep 2019 – Dec 2020

Leading a team of UX / UI managers supporting retail customers websites and mobile apps for global locations

- Ways of working – continuously optimising delivery model for digital studio to support tech, business and other areas across global location
- Processes - Taking the programs through **Discover, Define, Design, Deliver** and **review** stages
- Understanding user pain points, analytics insights, tech / operation challenges.
- KPIs - Translating customer insights and business requirements into success measures and broken-down product requirements
- CX agenda - Spearhead prototype reviews with key stakeholders across operations, legal, compliance and push the customer experience agenda
- Quality assurance - Ensuring testing is up to mark before the product is released, embedding **agile** processes to empower tech team to deliver faster



+91 8510001755



sethinisha4@gmail.com



Gurugram



<https://www.linkedin.com/in/nisha-sethi-Girdhar-31091b10/>

Key Strengths

- Clarity in communication - explaining large, complex systems, in simple-straightforward language
- Exceptional interpersonal skills with the ability to build strong relationships across teams, leadership, and other stakeholders
- Operating and excelling in a matrix management set-up
- Self-starter and self-learner, with ability to ably and calmly dealing with ambiguity
- High attention to detail with reporting and data
- Delegating effectively by recognising individuals' strength and potential

Courses and certifications

- o UX Performance, Persuasion and Strategy immersion by HFI
- o Product Strategy by IIM, Kozhikode
- o Certified Scrum Product Owner® by Scrum Alliance
- o Digital Marketing certification by Google
- o Analytics platform principles by Google
- o Magnum Opus Leadership Vision
- o Basics of Machine learning, course by Google
- o Foundation SQL certification from Oracle

Education

- o PGPM Finance from Indian Institute of Management Excellence (ISME), Bengaluru, 2008
- o B.Com from Kurukshetra University

- Web components - Leading **architecture** framework review of websites to facilitate digital and design standards agenda
- Participate in regular **product development** meetings with various business partner channels to review any matters in relation to product development, delivery and management
- Connecting the dots – Monitor and analyse contribution of all online / offline activities, marketing, user behaviour analysis, micro as well as macro indicators on performance of digital platforms

Shadow leadership team Global Digital Experience (CY2022)

- o Year long opportunity to work directly with leadership and shadow them on organisation wide initiatives. Projects included – supporting **Tech and Digital strategy** lead by CTO and CDO; helping solve rollout challenges of **Global design standards**

Manager, Digital Analytics - Fidelity International

Manager

Jan 2017 – July 2019

Assistant Manager

Jan 2015 – Dec 2016

- Design digital analytics Strategy - Outlining solution design, working with Technology to implement analytics tools to websites.
- Work with stakeholders to define **KPIs** of new / enhanced websites, apps, products and functionalities.
- Reporting and data analysis– Create automated dashboards and reports for the benefit of various internal stakeholders.
- Managing end to end testing of analytics tags to ensure accuracy of the data before product release
- Guide the team to generate **actionable insights** from web data sets including user behaviour analysis
- Integrating various tools (using APIs) to create single source of truth dashboards for each business unit
- Closing the loop – Create platforms to share data with internal teams example incomplete registrations etc. to further engage with prospective customers and close the loop
- Analytics exposure – Google analytics, Adobe Analytics, Decibel, Medallia, Tag Management tools

Senior Analyst | 2013 - 2014 Fidelity International, Gurugram

Part of the team set up to support C level executives on business planning and decision making. Core areas included gathering data across all business functions, **data analysis, insight generation** and presentation. Designing the content and layout of KPI report and other associated documents

Research Analyst | 2010 - 2012 Fidelity Investments, Bengaluru

Support financial analysis of focus clients' businesses. Tracking and analysing data of **competitor industries** and generating insights to create briefing materials. Monitor and research on companies in IT and financial services industry to understand trends in the industry

Assoc. Research Analyst | 2008 - 2010

ISG, Bengaluru

Support advisory engagements to enable client offshoring and outsourcing decisions. Projects included - Market entry strategies, **benchmarking** and **global location assessments**

Sample – Case Study

Errors in Customers Online Account Opening Journey

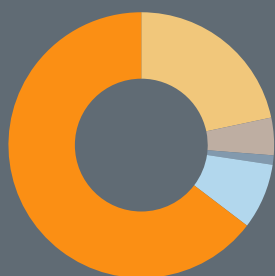
Problem Statement – Drop in Account opening rate on the website

Solution – In form of Research and analysis

Analysis of online account opening journey revealed two types of most common service errors faced by users

- Final Submission – When customer hits the submit button online, an error is presented which dismisses the account opening process
 - Only X – XX% of the customers try again to complete the account opening process in the same web session, others tend to abandon the process
- Confirmation page – In this error case, the deal is submitted however the confirmation page is not loaded, leaving the customer confused if the account was successfully opened or not. This leads to increase numbers of customer panic calls to customer support

Customer Acquisition Channels



- PPC (paid clicks)
- Referral
- Social
- Affiliates
- Direct / Organic

Task Completion Status
(from customers online feedback)



- No
- Yes
- Yes, but needed help

Effect on marketing cost

- On an average XX% of the accounts opened are from new customers.
- XX% of the customers who received service errors while final submission of account opening were acquired from paid marketing channels
- Similarly, of the total customer base who could did not see a confirmation page, about XX% from those customers were acquired through paid channels
- Task completion & Customer services calls load

Effect on call center

- Detailed analysis of call timings revealed - during call center hours, the effort required drops assuming customers tend to call to ask for support while opening an account

Solution Summary (Research and Analysis)



- £XX

Online opportunity
loss



-£XX

Marketing spend
unconverted



+£XX

Additional Call
Volumes

Impact (+ recommendations)

- Organisation wide visibility of the **gravity** of the situation
- Recommendation to form a special **scrum team** to look at the issue
- **Analytics** function formed part of the scrum to continuously monitor the data and support decision making. Analytics played an important role and prioritizing plan of action on a daily basis
- Service errors brought down to half in first 4 weeks of the project